Strictly Necessary Cookies	Description of the cookie
RT	This cookie is required for the Akamai cache function. The website uses a cache to optimize reaction time between the visitor and the website. The cache is usually stored in the visitor's browser. This cookie contains user session information to support Akamai caching functionality.
BA	This cookie is required for the Akamai cache function. The website uses a cache to optimize reaction time between the visitor and the website. The cache is usually stored in the visitor's browser. User bandwidth results are stored in this cookie to ensure that the bandwidth test is not repeated for the same user when using the Akamai caching feature.
AKA_A2	This cookie is required for the Akamai cache function. The website uses a cache to optimize reaction time between the visitor and the website. The cache is usually stored in the visitor's browser. This cookie is used for Akamai's Advanced Acceleration feature that enables DNS Prefetch and HTTP2 Push.
_boomr_akamaiXhrRetry	This cookie is required for the Akamai cache function. The website uses a cache to optimize reaction time between the visitor and the website. The cache is usually stored in the visitor's browser.
__cfduid	Used by the Cloudflare content network to identify trusted web traffic.
backToMainUrl	When the user accesses a parallel site within GUX, the URL that the user leaves is stored, so that when the user clicks on the main page again, the cookie URL is used.
JSESSIONID	This cookie is used by Ford to keep users logged in and maintains session context until a period of inactivity occurs
test	It is used to verify that the user has consented to marketing cookies in the cookie banner.
cookie-configuration	It is used to store a user's opt-in settings for cookies. This is necessary to meet legal requirements.
guxfoe-cookiedisclaimer	Save if we have already informed you about the use of cookies on our website.
CookieConsent	Saves the user's consent status for cookies. This is necessary to meet legal requirements.
lz_last_visit	It is used to store information for the Sophus Live Chat service.
lz_userid	It is used to store information for the Sophus Live Chat service.
lz_visits	It is used to store information for the Sophus Live Chat service.
opus_auth	This cookie is used for authentication on MyFord
PREF	Save video player user settings for YouTube videos embedded in the site.
GPS	Register a unique ID to allow GPS location-based tracking for embedded YouTube videos from our official YouTube channel.
YSC	Register a unique ID to collect statistics about the embedded videos viewed by YouTube.
VISITOR_INFO1_LIVE	It attempts to estimate the user's bandwidth on pages with YouTube embedded videos.
yt-remote-device-id	Saves user settings when soliciting embedded YouTube videos.
yt-player-headers-readable	Saves user settings when soliciting embedded YouTube videos.
yt-remote-connected-devices	Saves user settings when soliciting embedded YouTube videos.
yt-player-bandwidth	Saves user settings when soliciting embedded YouTube videos.
yt-remote-session-app	Saves user settings when soliciting embedded YouTube videos.
yt-remote-cast-installed	Saves user settings when soliciting embedded YouTube videos.
yt-remote-session-name	Saves user settings when soliciting embedded YouTube videos.
yt-remote-cast-available	Saves user settings when soliciting embedded YouTube videos.
yt-remote-fast-check-period	Stores your video player preferences for embedded YouTube videos
unsupported-browsers-overlay-counter	This cookie is used when using an unsupported browser and the screen informing the user is closed.
frontend	It is used to store a random ID that ensures that a user can be uniquely identified as a guest or logged in user
frontend_cid	It is used to store a random ID that ensures that a user can be uniquely identified as a guest or logged in user
OGPC	This cookie allows the functionality of Google Maps.
OGP	This cookie allows the functionality of Google Maps.
ak_bmsc	This cookie is used by Akamai to optimize site security by distinguishing between humans and robots
bm_sv	This cookie is required for the Akamai cache function. The website uses a cache to optimize response times between the visitor and the website. The cache is usually stored in the visitor's browser. User bandwidth results are stored in this cookie to ensure that the bandwidth test is not repeated for the same user when using the Akamai caching feature.
persist:root	Used by Ford to transfer vehicle selection data from the Dealer Select & Configurator application to the Cart and Checkout applications
digitaldata	Used by Ford to transfer vehicle selection data from the configuration application to the cart and checkout applications
vehicleData	Used by Ford to go through completed vehicle configuration selections to the Cart and Checkout applications
URL	Used by Ford to go through referring URLs between Ford applications (Configurator to Checkout)
catalogId	Used by Ford to transfer vehicle selection data from the configuration application to the cart and checkout applications
pricingData	Used by Ford to transfer vehicle pricing attributes from the configuration application to the cart and checkout applications

requestUrl	Used by Ford to go through referring URLs between Ford applications (Configurator to Checkout)
timestamp	Used by Ford Account to synchronize login status between Ford websites
isCookiePolicyAccepted	Determines whether the user has accepted the site's cookie policy as described on the cookie banner
PKCE. VERIFIER	Used by Ford Account to ensure a secure authentication process
PKCE. CHALLENGE	Used by Ford Account to ensure a secure authentication process
DPJSESSIONID	Session cookies used to manage status affinity in navigation within the Ford FMA account
AS_JSESSIONID	Session cookies used to manage status affinity in navigation within the Ford FMA account
PD-S-SESSION-ID	Session cookies used to manage status affinity in navigation within the Ford FMA account
PD_STATEFUL_* (i.e. PD_STATEFUL_77c25400-476b-11ea-a47f-005056836c6a)	Session cookies used to manage status affinity in navigation within the Ford FMA account
SessionCTX_*	Session state cookies used by the SAML service to maintain state while navigating within your Ford FMA account
SAML	Session state cookies used by the SAML service to maintain state while navigating within your Ford FMA account
app_id	Used to distinguish between various Ford applications
fma_verifier	Check the validity of security access requests
fma_challenge	Check the validity of security access requests
guxacc-cookiedisclaimer	It is used to store if a user has already seen the cookie banner that contains legal information that describes to the user what actions are performed with the use of cookies on the Ford website
acc-unsupported-browsers-overlay-counter	Used by Ford to determine whether to display an overlay with the information that the browser they are browsing from is not supported when a user has visited the site with an unsupported browser
com.adobe.reactor.dataElementCookiesMigrated	Used in the context of the caching function on the website, this cookie facilitates the transfer of data between Adobe DTM and startup applications
3pm-sw-policy#state	This cookie is used to speed up the delivery of content on websites using Akamais' adaptive acceleration feature which continuously applies performance optimizations for website load time
GED_PLAYLIST_ACTIVITY	Stores video player preferences for embedded YouTube videos
v2/tracker	Session memory used by Brightcover Video Player to indicate that version 2 of the player is in use
t3D	Cookie used to support animations and rendering of carousels and website galleries
tADe	Cookie used to support animations and rendering of carousels and website galleries
Tae	Cookie used to support animations and rendering of carousels and website galleries
Tc	Cookie used to support animations and rendering of carousels and website galleries
tMQ	Cookie used to support animations and rendering of carousels and website galleries
tnsApp	Cookie used to support animations and rendering of carousels and website galleries
tPL	Cookie used to support animations and rendering of carousels and website galleries
tTDe	Cookie used to support animations and rendering of carousels and website galleries
tTDu	Cookie used to support animations and rendering of carousels and website galleries
tTE	Cookie used to support animations and rendering of carousels and website galleries
tTf	Cookie used to support animations and rendering of carousels and website galleries
tADu	Cookie used to support animations and rendering of carousels and website galleries
fcam_refresh_token	Used by Ford Credit Account Manager to maintain user sessions within the Ford Account Dashboard area
fcamSsoToken	Used by Ford Credit Account Manager to maintain user sessions within the Ford Account Dashboard area
selectedVin	Used by your Ford account dashboard to store your current vehicle's VIN to switch to other connected Ford applications (such as service booking)
SAML	Session state cookies used by SAML service to maintain status during multi-step handshakes for the Ford FMA account trip
CIPD-S-SESSION-ID	Required to complete Ford Account registration and sign-in routes
CISESSIONIDPR02*	Required to complete Ford Account registration and sign-in routes
fma_YmFuYW5h	The Ford account uses it to determine if the visitor has been verified as unauthenticated
gdprBannerInteracted	This cookie stores a flag to determine whether or not to display the cookie banner on the Ford Account service depending on whether you have seen and interacted with the banner before.
cookiePreferences	This cookie is used to store preferences selected in the cookie banner for the Ford Account service
vehicleCode	Stores the current vehicle ID for the selected vehicle in Ford modules to ensure the correct product is selected within the form
catalogId	Stores the current catalog ID for the vehicle being configured for the configuration experience feature
persist:dataModel	Used by Ford to transfer vehicle, finance, inventory and order data from dealer selection and configuration applications to cart and checkout applications
hasReduxDataLoaded	The cookie is used by Ford to determine whether order information has passed correctly from the configurator to the cart and checkout and whether the application needs to update the changes made.
LOGIN_INFO	Stores video player preferences for embedded YouTube videos

hmcSelection	Used by Ford to store selections made on the Ford "Help Me Choose" application so that the application can remember your selections when you return to the tool
yt.innertube::nextId	Used by YouTube video player to store video information to show after the current video
yt-remote-device-id	Used by YouTube video player to store video information to show after the current video
yt.innertube::requests	Stores video player preferences for embedded YouTube videos
yt-player-bandaid-host	Used to determine the optimal video quality based on the visitor's device and network settings.

Performance Cookies	Description of the cookie
_pk_uid	It is used in conjunction with Sophus Analytics to calculate session data using a customer ID.
_s3_id.* (e.g. _s3_id.41.83e0)	It is used in conjunction with Sophus Analytics to calculate campaign usage and data using a randomly generated customer ID.
_s3_ses.* (e.g. _s3_ses.41.83e0)	It is used in conjunction with Sophus Analytics to calculate session data using a randomly generated customer ID.
dtCookie	Track performance monitoring requests of multiple Dynatrace.
dtLatC	Measures server latency time for monitoring Dynatrace performance.
dtPC	It is used by Dynatrace to identify the right endpoints and the ideal location for performance monitoring.
dtSa	It is used to store contextual information of user actions for monitoring Dynatrace performance on different pages.
rxsession	Track performance monitoring requests of multiple Dynatrace.
rxlatency	Measures server latency for monitoring Dynatrace performance.
rxpc	It is used by Dynatrace to identify the right endpoints and the ideal location for performance monitoring.
rxvisitid	Defines a unique visit ID for the Dynatrace performance monitoring session.
rxVisitor	Set a unique visitor ID for the user and Dynatrace performance monitoring to identify the visitor to assign sessions to.
rxvt	Save the date and time for Dynatrace performance monitoring to determine when sessions start and end.
rxec	Used by Dynatrace to manage website availability and performance and impact on user experience through deep transaction tracking, synthetic monitoring, real user monitoring, and network monitoring.
internalNavigationID	When the user visits the website, the internal navigation ID is stored in a local storage and can be used for analysis purposes to understand how a user navigates.
s_cc	It is used to check whether cookies are set for anonymous analysis by Adobe Analytics.
s_cp_pers	Used to collect and store details of the most recent email campaign from which a user entered the Adobe Analytics performance monitoring site.
s_fid	Set an anonymous visitor ID if the use of the Adobe s_VI cookie is restricted due to third-party cookie requirements.
s_p_s_prop8	It is used to collect and maintain the type of traffic source that recommended the user for Adobe Analytics performance monitoring.
s_p13_pers	It is used to collect and obtain internal campaign codes from internal website links for Adobe Analytics Performance tracking.
s_sq	Allows anonymous analysis of links clicked with Adobe Analytics.
s_suite	It is used to collect the Adobe reporting suite ID for the site you are visiting.
s_vi_*	Sets a unique user ID with date and time for unique user recognition.
ruxitagent_*_Store (e.g. ruxitagent_c1248d9aea 60111f_Store)	It is used by Dynatrace to cache the last response of the beacon monitor that contains the JavaScript library configuration for Dynatrace, which monitors the real user. localStorage does not store any user data.
TCID	It is used by Sophus Analytics to calculate campaign usage and data with a randomly generated customer ID.
TCSess	It is used by Sophus Analytics to calculate session data with a randomly generated customer ID.
v_starting	It is used to find out from which previous page the user accesses the website.
AMCVS_###AdobeOrg	Saves that your session has been initialized for use in Adobe Experience Cloud.
AMCV_###AdobeOrg	Used to identify a unique user ID that is used in Adobe Experience Cloud.
s_p30_pers	Used to collect and store details of the last Ford campaign from which a user clicked on the Adobe Analytics performance tracking site
s_p17_pers	Used to collect and store details of the last display campaign from which a user clicked on the Adobe Analytics performance tracking site

demdex	Used to assign a unique ID to a site visitor so that Audience Experience Cloud products can perform basic functions such as visitor identification, ID synchronization, segmentation, modeling, and reporting. Only used for targeting purposes where you have opted for targeting and advertising cookies and primary audience manager cookies are collected together
s_ecid	Used to store a copy of the Adobe Experience Cloud ID to allow persistent tracking of IDs in the third-party state, and is used as a referral ID if the AMCV cookie has expired
dtDisabled	It is used by Dynatrace to control monitoring of real users based on beacon response
dtsrVID	It is used by Dynatrace to identify the last visible view in Session Replay
dtsrE	It is used by Dynatrace to manage site availability, performance, and impact on user experience in the form of in-depth transaction analysis, synthetic monitoring, real-user monitoring, and network monitoring.
dtsrTID	It is used by Dynatrace to control whether logging is enabled based on configuration, beacon response, or opt-out API
AWSALB	Used by Sophus EDX using Amazon Web Services' elastic load balancing feature to route the client request to its server
AWSALBCORS	Used by Sophus EDX using Amazon Web Services' elastic load balancing feature to route the client request to its server
_pk_id.* (i.e. _pk_id.8.33BA)	Used with Sophus analytics to calculate session data using a client identifier
_pk_ses.* (i.e. _pk_ses.8.33ba)	Utilizzato con l'analisi di Sophus per calcolare i dati di sessione tramite un identificativo del client
mf_*	Mouseflow utilizza questo cookie per memorizzare informazioni anonime solo sulla sessione corrente
mf_user	Cookie utilizzato da Mouseflow per verificare se l'utente è nuovo o di ritorno. Nessun'altra informazione dell'utente viene memorizzata in questo cookie
_pk_ref.* (i.e. pk_id.8.33ba)	Utilizzato con Sophus Analytics per calcolare i dati della sessione tramite un identificatore del client
_cs_id	Utilizzato da ContentSquare per memorizzare un ID utente anonimo, insieme ad altri dati di sessione come timestamp per visite e visualizzazioni di pagina
_cs_s	Utilizzato da ContentSquare per memorizzare il numero di pagine visualizzate nella sessione corrente e il tipo di registrazione
_cs_cvars	Utilizzato da ContentSquare per registrare variabili personalizzate
_cs_ex	Used by ContentSquare to store the timestamp of when a user opted out of tracking
_cs_c	Used by ContentSquare to store user consent status to be tracked
_cs_optout	Used by ContentSquare to ensure that the user is not tracked when he has previously opted out of tracking
_cs_mk	Used by ContentSquare for integration with Adobe Analytics
_cs_rl	Used by ContentSquare to generate playback links and place them in cookies
_cs_t	Used by ContentSquare to check if the browser supports cookies and if the tag should set the SameSite flag to None and the Safe flag to Yes
_cs_same_site	Used by ContentSquare to check if the browser supports the SameSite flag
_cs_root_domain	Used by ContentSquare to acquire the domain of the website where the user is located
kampyleUserSessionsCount	Track the number of sessions made by the user on the website
DECLINED_DATE	Timestamp to indicate the last time a wiretap was rejected or a survey closed
SUBMITTED_DATE	Timestamp to indicate the last time a survey was sent
kampyleUserSession	Timestamp to indicate when the user started his session
kampyleSessionPageCounter	Track the number of pages opened by the user during the session
kampyleInvitePresented	Check whether an interception was presented in the session
kampylePageLoadedTimestamp	Timestamp to indicate when the page loaded. Used for time targeting on page
kampyleUserPercentile	Number between 0 and 100 used for the percentage of targeted users
LAST_INVITATION_VIEW	Timestamp to indicate when the last interception was submitted
kampyle_userid	It is a unique UUID for each individual user and is used to inform of quarantine and to ensure that users are not subjected to too many surveys or multiple surveys in the same session.
cd_user_id	This is also a unique value used to analyze how users interact with a form (opening, closing, abandoning, sending, etc.), which also informs about Medallia's "Digital Health Check" feature, which Ford uses to track how many times a form has been opened, closed, etc. This value cannot be linked to Ford user data or their IP address and is only used for analysis of behavior in surveys.
md_isSurveySubmittedInSession	true if all polls were sent in session, otherwise false

mdigital_alternative_uuid	Feedback UUID alternate identifier, relevant only to AWS EU data center customers.
mdLogger	When present, instructs the Medallia code to add debug logs to the browser console.Default:False. The cookie is set to true by explicitly calling the JavaScript function KAMPYLE_ONSITE_SDK.startLogger();. The cookie is set to false by explicitly calling the JavaScript function KAMPYLE_ONSITE_SDK.stopLogger();.

Marketing & Targeting Cookies	Description of the cookie
mbox	Used by Adobe Target to test which content and online offerings are most relevant to visitors to Ford websites.
mboxEdgeCluster	Used by Adobe Target to test which content and online offerings are most relevant to visitors to Ford websites.
optprg-visited-car-informations-v2	Used by Adobe Target to retarget users who left the configurator. The information is used for the pop-up that appears.
optprg-popups-disable	It is used for Adobe Target to limit the number/duration of time the retargeting pop-up is displayed to the user to 15 minutes.
lp_custom_id	It is used to exclude users from Adobe Target Tests.
popup_information	It is used for Adobe Target to limit the number/duration of time the retargeting pop-up is displayed to the user to 15 minutes.
dl-last-search-location	Saves the user's last search position, so that when the user enters the Dealer Locator again, the last entry is already filled in.
dl-last-search-type	Saves the user's last search position, so that when the user enters the Dealer Locator again, the last entry is already filled in.
guxfoe.previousHierarchy	When the user visits the website, the hierarchy is stored in a local store and can be used for on-site personalization.
guxfoe.previousSiteSection	When the user visits the website, the hierarchy is stored in a local store and can be used for on-site personalization.
Check	Used by Adobe to determine whether a visitor supports cookies. Set each time a visitor calls up a page.
at_check	Used by Adobe Target to determine whether a visitor supports cookies. Set up every time a visitor requests a page
dl-last-search-input	Stores the criteria of the user's last search type, so when the search criteria are re-entered, the Ford Network locator is pre-populated with the last search type performed
ai_session	Azure cookie used by the Ford personalization service for page tracking for personalization and targeting on the website
ai_user	Azure cookie used by the Ford personalization service for page tracking for personalization and targeting on the website
ARRAffinity	Azure cookie used by the Ford customization service for client-server affinity
FPS_Cache__LastViewedVehicle	Collects information about the last vehicle viewed by the visitor for use in targeting and personalizing the personalization service on Ford's website
FPS_Cache__LastViewedVehicle_TS	Collects information about the last vehicle viewed by the visitor with the timestamp to be used for targeting and personalization for the personalization service on the Ford website
FPS_Cache__RecentlyViewedVehicles	Collects information about the last vehicle viewed by the visitor for use in targeting and personalizing the personalization service on Ford's website
FPS_Cache__RecentlyViewedVehicles_TS	Collects information about the last vehicle viewed by the visitor with date and time for use in targeting and personalizing the personalization service on Ford's website
FPS_Target_RVV	Collects information about the last vehicle viewed by the visitor for use in targeting and personalizing the personalization service on Ford's website
opt-gux-en	Used by Adobe Target to provide the ability to test which content and online offerings are most relevant to visitors within Ford websites
chatbot-conversation	Stores an anonymous ID so that the current conversation can be retrieved and continued from the same browser tab
chatbot-session	Stores anonymous chat conversation data (such as timestamp, conversation ID, and message) so that the current conversation can be retrieved and continued
chatbots-tabs	Stores a list of open tabs and active Chat Bot sessions so that a user can continue the conversation from one browser tab to another
otpTSreg	This cookie contains a timestamp that is generated once the user completes the Ford Account pre-registration request to check if the user has completed this process on the same device and browser to automatically log in. Without this cookie, no automatic login occurs
otpTSpwrt	This cookie contains a timestamp that is generated once the user completes a password reset on their Ford account to check if the user has completed this process on the same device and browser to log in automatically. Without this cookie, no automatic login occurs
inventoryShowroomFunctional	Used by Ford to store information necessary for the operation of the Inventory application (such as sorting and grouping search results)
inventoryShowroomReturnConfig	Used by Ford to store information about the previous configuration so that users can be returned to the correct URL
Vin	when a user enters a valid vin entry it is stored in a cookie so that it is used when the synchronization application is accessed again the vin entry field is pre-populated by the vin value of the cookie

LivePersonID Method	Used in conjunction with the HumanClickKEY cookie to collect usage data related to a visitor's visit to a LivePerson customer's website. The information collected is essential to determine whether LivePerson's hosted services should be launched on the visitor's browser. This cookie is set when LivePerson services start tracking.
HumanClickKEY Property	The session key of a visit, used for usage data related to the visitor's visit to the customer's website. For example: to identify a visitor's session on a customer's website, to track the pages viewed by the visitor on the customer's website and the time spent by the visitor on the pages of the customer's website.
HumanClickACTIVE Property	Acceptance test cookie Used to determine whether a cookie can be set on a browser. This cookie is set when LivePerson services start tracking.
HumanClickSiteContainer ID_	Used to enable LivePerson to distribute the use of its services across a server cluster (for load balancing purposes). This cookie is set when LivePerson's services initiate tracking on the applicable customer website. It is used for sites on the Federation server; and specifies which item (container/session) on the federation server is assigned to the visitor.
lpCloseInvite	Added to avoid the rare situation of repeat invitations. The cookie is released to prevent an invitation from being displayed twice.
HumanClickCHATKEY	Create a unique key to identify each chat session. Used for security purposes to identify every LivePerson chat and voice communication session. This cookie is set when the customer website visitor requests engagement within a chat or voice session with the customer.
LPit	Used by LivePerson to allow the system to optimize its service. It is set when the customer's website visitor requests to join a chat session with the customer.
LPVID	Visitor ID as identified in Conversational Cloud. Identifies a browser until the cookie is deleted.
LPSID-SiteID	Current (or last) active monitoring session.
LPSessionID	Current (or last) active monitoring session.
LPVisitorID	Visitor ID as identified in LivePerson. Identifies a browser until the cookie is deleted.
lpLastVisit-	Timestamp last visit
lpTabId	Card identifier: Use to share LivePerson data between different browser tabs
lpPmCalleeDfs	For inter-domain communication logic
LPCID-SiteId	Token for retrieving conversation data only on the client.
LPCKEY-SiteId	Token for retrieving conversation data only on the client.
Storage_expiration-SiteId	Timestamp for last storage usage (used for Secure Store logic)
lpStrMap	manages storage keys (used for Secure Store logic)
UIConf	Stores conversation settings (functionality, logic, etc.)
lpMessaging-	Store JWT token and authentication code in messaging scenarios for messaging window recovery in navigation and crosstab
-lpuw	Session status
idpLastSiteId	Last site ID for the Remember Me feature
idpLastDomain	Last domain used to access the Remember Me feature
session_id	Identifying the Conversational Cloud agent session
WSHumanClickServer	Logical name of the app server that manages the site
WSHumanClickWebSession	App server web session identifier
WSHumanClickSiteNumber	Site identifier
agentSessionKey	Identifier of the agent session on the application server
s.browser	For HTTP-based transports (long polling and callback polling), CoBrowse sends an HTTP cookie with the handshake response, marked as HttpOnly, called s.browser. The cookie identifies your browser. See BAYEUX_BROWSER for details. The cookie is removed when you close your browser.
inventoryShowroomFinanceAppData	Used by Ford to store and send financial data between Ford applications
inventoryShowroomToNgcFinanceData	Used by Ford to store and send financial data between Ford Inventory and Configurator applications to preload forms and financial information
ngcToInventoryShowroomFinanceData	Used by Ford to store and send financial data between Ford Inventory and Configurator applications to preload forms and financial information
uyOnlineToInventoryShowroomFinanceData	Used by Ford to store and maintain user-made budget selection on the Prompt Delivery page, so that these selections are pre-populated along the way in other applications
BuyOnlineOverlayOpened	Used by Ford to ensure that the financial quote request confirmation message in the budget selection on the Prompt Delivery page is shown to a user only once in the session.
demdex	Stores anonymous session data to provide users with advertisements outside of ford.it
dextp	Stores anonymous session data to provide users with advertisements outside of ford.it

dpm	Used to record that a call from Adobe Audience Manager or ID Service is sent to data for synchronization or an ID is requested for destination purposes.
ev_sync_dd	Used by Adobe to embed anonymous analytics data in a visitor's profile to provide a personalized experience across the website, marketing, and advertising.
everest_g_v2	This cookie is used by Adobe to track how the End User uses the Site and any advertisements that the End User has seen before visiting the Site.
everest_session_v2	This cookie is used by Adobe to track how the End User uses the Site and any advertisements that the End User has seen before visiting the Site.
anj	It contains data that indicates whether a cookie ID is synchronized with AppNexus Xandr partners, allowing the use of data outside the platform.
ICU	It is used to select ads and limit how often a user sees a particular ad for the Xandr AppNexus platform. Contains information such as the number of ad views, the length of time an ad was last viewed, or the total number of ads played.
UIDS	Contains a base-64 encoded JSON object that contains unique, randomly generated external values that allow other Prebid Server request partners to distinguish browsers and mobile devices. It is used by AppNexus Xandr Prebid Server Demand Partners to select ads to be delivered through the platform, measure the performance of these ads, and evaluate the payment of these ads.
token	Used as a security measure containing a unique value only to verify the source of opt-out requests for AppNexus Xandr.
usersync	Contains data that indicates whether a cookie ID is synchronized with AppNexus Xandr partners. ID synchronization allows our partners to use their data from outside the platform on the platform. (For more information, see our overview page on data protection: https://www.it.ford.ch/informazioni-utili/termini-e-privacy)
Bounce	Used by AppNexus Xandr to determine whether a visitor immediately leaves the site for promotional purposes.
SESS	Used by AppNexus Xandr to check if a browser is configured to accept cookies.
uuid2	It contains a unique, randomly generated value that allows AppNexus Xandr to distinguish browsers and devices. They are combined with information - such as ad interest segments and the history of ads displayed in your browser or device - from customers or other third parties and used to select ads that are more relevant to delivery, as well as to measure the performance of those ads and assign payment for those ads.
ANONCHK	website to store the session ID for a user session, to ensure that ad clicks in the Bing search engine are verified for reporting and personalization purposes.
MUID	It is used to collect visitor data from multiple visits and across multiple Bing search engine advertising websites. This information is used to measure the effectiveness of advertising on websites and to ensure that ad clicks are tracked for reporting and personalization purposes.
MUIDB	website from the Braze content network to identify trusted web traffic.
_fbp	It is used by Meta to display advertising and to measure and improve the relevance of advertising and to offer a range of advertising products on Meta.
ATN	It is used by Meta to display advertising and to measure and improve the relevance of advertising and to offer a range of advertising products on Meta.
Fr	It is used by Meta to display advertising and to measure and improve the relevance of advertising and to offer a range of advertising products on Meta.
Tr	It is used by Meta to display advertising and to measure and improve the relevance of advertising and to offer a range of advertising products on Meta.
AA003	Viene utilizzato da Meta per visualizzare la pubblicità e per misurare e migliorare la rilevanza della pubblicità e per offrire una gamma di prodotti pubblicitari su Meta.
atdmt.com	Viene utilizzato da Meta per visualizzare la pubblicità e per misurare e migliorare la rilevanza della pubblicità e per offrire una gamma di prodotti pubblicitari su Meta.
gt_uid	Quando lo script FPS viene caricato, viene creato un cookie che contiene un ID utente univoco.
GuxLastVisitedNameplate	Quando l'utente visita una pagina di targa, il codice della targa viene memorizzato in questo cookie e può essere utilizzato per ulteriori personalizzazioni.
NID	Viene utilizzato per memorizzare le impostazioni e le informazioni sotto un unico ID Google, come ad esempio la lingua preferita (ad es. inglese), il numero di risultati di ricerca che si desidera visualizzare per pagina (ad es. 10 o 20) e se si desidera attivare o meno il filtro SafeSearch di Google. Queste impostazioni possono essere utilizzate per una pubblicità ottimizzata e/o personalizzata sulle reti di Google.
AID	Viene utilizzato a scopo di targeting per memorizzare gli ID di Google in modo che la vostra attività possa essere collegata a tutti i dispositivi (se avete precedentemente effettuato l'accesso al vostro account Google su un altro dispositivo) per visualizzare annunci pertinenti e personalizzati su tutti i dispositivi.
DSID	Viene utilizzato a scopo di targeting per memorizzare gli ID di Google in modo che la vostra attività possa essere collegata a tutti i dispositivi (se avete precedentemente effettuato l'accesso al vostro account Google su un altro dispositivo) per visualizzare annunci pertinenti e personalizzati su tutti i dispositivi.
TAID	Viene utilizzato a scopo di targeting per memorizzare gli ID di Google in modo che la vostra attività possa essere collegata a

	tutti i dispositivi (se avete precedentemente effettuato l'accesso al vostro account Google su un altro dispositivo) per visualizzare annunci pertinenti e personalizzati su tutti i dispositivi.
DV	Viene utilizzato a scopo di targeting per creare un profilo degli interessi dei visitatori del sito web al fine di mostrare una pubblicità rilevante e personalizzata.
CONSENT	Salva lo stato di approvazione dell'utente per i cookie di Google sul dominio corrente.
HSID	Viene utilizzato a fini di sicurezza per memorizzare i record con firma digitale e crittografati dell'ID dell'account Google di un utente e dell'ultimo tempo di accesso, che consentono a Google di autenticare gli utenti, prevenire l'uso fraudolento delle credenziali e proteggere le informazioni dell'utente da accessi non autorizzati. Questo può essere utilizzato anche a scopo di targeting per visualizzare contenuti pubblicitari rilevanti e personalizzati.
__Secure-HSID	Viene utilizzato a fini di sicurezza per memorizzare i record con firma digitale e crittografati dell'ID dell'account Google di un utente e dell'ultimo tempo di accesso, che consentono a Google di autenticare gli utenti, prevenire l'uso fraudolento delle credenziali e proteggere le informazioni dell'utente da accessi non autorizzati. Questo può essere utilizzato anche a scopo di targeting per visualizzare contenuti pubblicitari rilevanti e personalizzati.
SID	Viene utilizzato a fini di sicurezza per memorizzare i record con firma digitale e crittografati dell'ID dell'account Google di un utente e dell'ultimo tempo di accesso, che consentono a Google di autenticare gli utenti, prevenire l'uso fraudolento delle credenziali e proteggere le informazioni dell'utente da accessi non autorizzati. Questo può essere utilizzato anche a scopo di targeting per visualizzare contenuti pubblicitari rilevanti e personalizzati.
test_cookie	Utilizzato per verificare se il browser dell'utente supporta i cookie.
_gcl_au	Viene utilizzato per monitorare la frequenza con cui le persone che cliccano sugli annunci finiscono per eseguire un'azione sul sito (come ad esempio effettuare un acquisto) in modo che Google Ads possa determinare se si è cliccato su un annuncio e successivamente si è visitato il sito. Non è utilizzato da Google per il targeting personalizzato degli annunci e rimarrà solo per un periodo di tempo limitato.
pagead/1p-conversion/#	Viene utilizzato per il targeting e le prestazioni. I dati vengono utilizzati per il reporting, l'ottimizzazione delle query e l'ora del giorno.
pagead/1p-user-list/#	Viene utilizzato per scopi di puntamento. Le liste del pubblico vengono create in base all'interazione dell'utente dalle pagine del sito. I dati vengono utilizzati per l'ottimizzazione della ricerca e come punto di partenza per elenchi di gruppi target simili per migliorare le prestazioni delle edizioni dei media.
SIDCC	It is used to store information about how you use the site and what ads you have seen before visiting the site, and to personalize advertising on Google resources by remembering the most recent search queries, previous interactions with an advertiser's ads or search results, and visits to an advertiser's site.
SSID	It is used to store information about how you use the site and what ads you have seen before visiting the site, and to personalize advertising on Google resources by remembering the most recent search queries, previous interactions with an advertiser's ads or search results, and visits to an advertiser's site.
__Secure-SSID	It is used to store information about how you use the site and what ads you have seen before visiting the site, and to personalize advertising on Google resources by remembering the most recent search queries, previous interactions with an advertiser's ads or search results, and visits to an advertiser's site.
1P_JAR	It is used to store information about how you use the site and what ads you have seen before visiting the site, and to personalize advertising on Google resources by remembering the most recent search queries, previous interactions with an advertiser's ads or search results, and visits to an advertiser's site.
ANID	It is used for targeting purposes to create a profile of the interests of website visitors in order to display relevant and personalized Google advertising.
IDE	It is used for targeting purposes to create a profile of the interests of website visitors in order to display relevant and personalized Google advertising.
FLC	It is used by Google AdSense DoubleClick to limit the frequency of advertising so that the user does not see the same ad repeatedly. This cookie expires at the end of the session.
APISID	It is used for targeting purposes to create a profile of the interests of website visitors in order to display relevant and personalized Google advertising.
SAPISID	It is used for targeting purposes to create a profile of the interests of website visitors in order to display relevant and personalized Google advertising.
__Secure-APISID	It is used for targeting purposes to create a profile of the interests of website visitors in order to display relevant and personalized Google advertising.
__Secure-3PAPISID	It is used for targeting purposes to create a profile of the interests of website visitors in order to display relevant and personalized Google advertising.
__Secure-3PSID	It is used for targeting purposes to create a profile of the interests of website visitors in order to display relevant and personalized Google advertising.
mt_mop	It is used for targeting purposes to optimize the relevance of ads using visitor data from multiple sites provided by MediaMath Ad-exchange and Google.
uuid	It is used for targeting purposes to optimize the relevance of ads using visitor data from multiple sites provided by MediaMath Ad-exchange and Google.
UUIDC	It is used for targeting purposes to optimize the relevance of ads using visitor data from multiple sites provided by MediaMath Ad-exchange and Google.
id	It is used to register a unique ID for use in GroupM-oriented advertising.
mdata	Used to record a unique ID, time and date and cookie version for use in GroupM-oriented advertising.
t/v2/activity	It is used to record the information that is performed by a user (for example, a visit to a landing page or a purchase) and can be used to learn more about the characteristics that characterize a particular audience and to build retargeting

	segments for GroupM advertising.
syncdata_ ##	It is used to record a unique ID, time and date and MInsights Partner ID for use in GroupM-oriented advertising.
Ov	It is used to verify the identity of consumers exercising their right to submit requests to MInsights under the new Personal Data Protection Act.
bcookie	It is used to store a browser ID cookie for LinkedIn advertising and targeting.
BizoData	It is used for LinkedIn Insight analytics to flag and personalize advertising.
BizoID	It is used for LinkedIn Insight analytics to flag and personalize advertising.
BizoNetworkPartnerIndex	It is used for LinkedIn Insight analytics to flag and personalize advertising.
BizoUserMatchHistory	It is used for LinkedIn Insight analytics to flag and personalize advertising.
bscookie	It is used to store a secure browser ID cookie for LinkedIn advertising and targeting.
L1c	It is used to store a browser ID cookie for LinkedIn advertising and targeting.
Lang	It is used to store the language version of the Ford website selected by the user, possibly to provide content from LinkedIn ads or plug-ins such as the Share button in the stored language.
lidc	It is used for routing LinkedIn share buttons and advertising services.
UserMatchHistory	It is used for LinkedIn Insight analytics to flag and personalize advertising. Used to track visitors across multiple websites to deliver relevant advertising based on the visitor's preferences.
s3_AE	It is used in conjunction with the Sophus Active Engagement Service to prevent bids from happening again.
s3_AEsess	It is used in conjunction with the Sophus Active Engagement Service to provide visitors with contact forms based solely on navigation of the current website.
s3timer	It is used in conjunction with the Sophus Active Engagement Service to provide visitors with contact forms based solely on navigation of the current website.
xdt_* (e.g. xdt_33)	It is used in conjunction with the Sophus Active Engagement Service to engage visitors based on browsing across multiple websites.
guest_id	It is used by Twitter.com to determine the number of visitors who access the site via Twitter advertising content and can be used for targeted advertising.
I/ADSCT	It is used by Twitter.com to determine the number of visitors who access the site via Twitter advertising content and can be used for targeted advertising.
personalization_id	It is used by Twitter.com to determine the number of visitors who access the site via Twitter advertising content and can be used for targeted advertising.
ct0	It is used by Twitter.com to determine the number of visitors who access the site via Twitter advertising content and can be used for targeted advertising.
ai_session	Azure cookie used by the Ford personalization service for page tracking for personalization and targeting on the website
ai_user	Azure cookie used by the Ford personalization service for page tracking for personalization and targeting on the website
ARRAffinity	Azure cookie used by the Ford customization service for client-server affinity
FPS_Cache__LastViewedVehicle	Collects information about the last vehicle viewed by the visitor for use in targeting and personalizing the personalization service on Ford's website
FPS_Cache__LastViewedVehicle_TS	Collects information about the last vehicle viewed by the visitor with the timestamp to be used for targeting and personalization for the personalization service on the Ford website
FPS_Cache__RecentlyViewedVehicles	Collects information about the last vehicle viewed by the visitor for use in targeting and personalizing the personalization service on Ford's website
FPS_Cache__RecentlyViewedVehicles_TS	Collects information about the last vehicle viewed by the visitor with date and time for use in targeting and personalizing the personalization service on Ford's website
FPS_Target_RVV	Collects information about the last vehicle viewed by the visitor for use in targeting and personalizing the personalization service on Ford's website
_Dp	Used to determine whether Audience Manager can set other cookies in the domain demdex.net in a third-party context
aam_uuid	Used to assign a unique ID to a device so that Audience Manger can perform basic functions such as visitor identification, ID synchronization, segmentation, modeling, and reporting for targeting purposes
AAMC_fordeu_0	Used to set country in Adobe Audience Manager
Dst	Is set by Audience Manager when an error occurs when sending data to a destination in the targeting workflow
aam_tnt	This cookie is necessary to integrate Audience Manager with Target
ev_sync_nx	Third-party ad exchange specific cookie that synchronizes a user's Adobe Experience Cloud ID with partner ad exchange. It was created for new visitors and sends a sync request when it has expired.
ev_sync_ix	Third-party ad exchange specific cookie that synchronizes a user's Adobe Experience Cloud ID with partner ad exchange. It was created for new visitors and sends a sync request when it has expired.

ev_sync_ax	Third-party ad exchange specific cookie that synchronizes a user's Adobe Experience Cloud ID with partner ad exchange. It was created for new visitors and sends a sync request when it has expired.
ev_sync_bk	Third-party ad exchange specific cookie that synchronizes a user's Adobe Experience Cloud ID with partner ad exchange. It was created for new visitors and sends a sync request when it has expired.
ev_sync_fs	Third-party ad exchange specific cookie that synchronizes a user's Adobe Experience Cloud ID with partner ad exchange. It was created for new visitors and sends a sync request when it has expired.
ev_sync_ox	Third-party ad exchange specific cookie that synchronizes a user's Adobe Experience Cloud ID with partner ad exchange. It was created for new visitors and sends a sync request when it has expired.
ev_sync_pm	Third-party ad exchange specific cookie that synchronizes a user's Adobe Experience Cloud ID with partner ad exchange. It was created for new visitors and sends a sync request when it has expired.
ev_sync_tm	Third-party ad exchange specific cookie that synchronizes a user's Adobe Experience Cloud ID with partner ad exchange. It was created for new visitors and sends a sync request when it has expired.
ev_sync_yh	Third-party ad exchange specific cookie that synchronizes a user's Adobe Experience Cloud ID with partner ad exchange. It was created for new visitors and sends a sync request when it has expired.
ev_sync_rc	Third-party ad exchange specific cookie that synchronizes a user's Adobe Experience Cloud ID with partner ad exchange. It was created for new visitors and sends a sync request when it has expired.
gglck	Used by Adobe for personalized ads and to document the effectiveness of each individual ad.
_uetsid	This is a cookie used by Microsoft Bing Ads to store a unique, non-personally identifiable ID that represents a logged-in user. It allows us to interact with you if you have already visited our website.
_uetsid_exp	This cookie collects the expiration date and time for the cookie User ID registered for Microsoft Bing Advertising
_uetvid	This is a cookie used by Microsoft Bing Ads to store a unique, non-personally identifiable ID that represents a unique user. It allows us to interact with you if you have already visited our website.
_uetvid_exp	This cookie collects the expiration date and time for the unique visitor ID cookie for Microsoft Bing Advertising
_uetmsclkid	This cookie is used to track accurate conversions for user IDs from click-through Microsoft Bing advertising
guestUserGUIDs	Used by Ford Account to link anonymous analytics to a visitor's profile and help provide a personalized experience through the website, marketing and advertising.
guestUserGuid	Used by Ford to link anonymous analytics to a visitor's profile and help provide a personalized experience through website, marketing and advertising.
DV	Used for targeting purposes to create a profile of the interests of website visitors in order to show relevant and personalized advertising
UULE	Used for targeting purposes to create a profile of the interests of website visitors in order to show relevant and personalized Google advertising
. DDMMUI-PROFILE	Used for targeting purposes to create a profile of the interests of website visitors in order to show relevant and personalized Google advertising
XSRF-TOKEN	Used for targeting purposes to create a profile of the interests of website visitors in order to show relevant and personalized Google advertising
xax_sync	Used to record a unique MInsights ID, timestamp, and partner ID for use in GroupM targeted advertising
RMOPTOUT	Used to verify the identity of consumers exercising their rights to submit requests to MInsights under new data privacy laws
optouts	Used to verify the identity of consumers exercising their rights to submit requests to MInsights under new data privacy laws
optout	Used to verify the identity of consumers exercising their rights to submit requests to MInsights under new data privacy laws
GDPR	Used to verify the identity of consumers exercising their rights to submit requests to MInsights under new data privacy laws
lissc	Used for routing by LinkedIn share buttons and advertising services
fcookie	Used to store a secure browser ID cookie for LinkedIn advertising and targeting purposes
_pinterest_sess	Used by Pinterest to store a user's login status within a web browser. It's updated every time someone signs in (or out) Pinterest. This cookie contains the user's Pinterest ID (a pseudo-random integer), along with the user's authentication tokens (if the user is logged in to Pinterest) and their timestamps. If the user is logged out, the authentication tokens are deleted, but the cookies will still be present; Because disconnected user IDs are used to optimize user experience and measurement.
_pinterest_ct	Used by Pinterest and contains a user ID and the timestamp in which the cookie was created. This is the equivalent of the _pinterest_sess cookie for the in-app browser. This cookie is set in Pinner's in-app browser and is set whenever Pinner displays content offsite from the Pinterest app.
_pinterest_ct_mw	Used by Pinterest and contains a user ID and the timestamp in which the cookie was created. It is set whenever offsite content is uploaded (e.g. A third-party website) in Pinner's mobile browser. The Pinterest app opens content in Pinner's mobile browser (instead of in-app browser) whenever Pinner clicks the "Open in..." button. We also sometimes redirect Pinners to the mobile browser experience (instead of the in-app browser)
_pinterest_ct_rt	Used by Pinterest and contains a user ID and the timestamp in which the cookie was created and is set each time Pinner visits an advertiser's site where the Pinterest tag is installed.
Pixie	Contains data indicating whether a cookie ID is synchronized with AppNexus Xandr partners that allows the ability to use data from outside the platform on the platform
RUL	Used by Google DoubleClick to determine if ads have been displayed correctly to ensure that marketing efforts are