

Zoovu

Cookie list

The information provided herein is for general informational purposes only and does not constitute legal advice. Clients have full discretion and flexibility to assess the importance of cookies used on their digital platforms and to configure their Consent Management Platform (CMP) accordingly. The recommendations provided are guidelines only and should not be interpreted as mandatory legal requirements. Clients are solely responsible for ensuring that their cookie practices comply with applicable data protection laws, including but not limited to the General Data Protection Regulation (GDPR), the ePrivacy Directive, and national regulations. We strongly recommend consulting a qualified legal professional or data protection expert to ensure that your CMP settings align with current legal and regulatory obligations. Zoovu disclaims any liability for the implementation, configuration, or compliance of CMP settings based on these recommendations.

Cookies shared by all Zoovu experiences

| Name of the cookie | Use | Expiry | Size | Creation | UX impacted? |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|-------------------|--------------|
| zoovu-cid | <p>Anonymous insights cookie. It enables anonymously distinguishing the end users of the Zoovu experiences, so that various Zoovu Insights features work correctly (to see how many users answered particular questions, took particular assistant paths, went to PDP pages of or bought particular products).</p> <p>Also necessary to track user's activity outside the experiences (most notably, within the success tracking) and match it to the journey on these experiences.</p> | 365 days | 68 bytes | On assistant load | No |

Cookies • Digital assistants, product configurators

| Name of the cookie | Use | Expiry | Size | Creation | UX impacted? |
|----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| zoovu-(advisorCode)-(advisorLocaleCode)-session-id | It enables remembering the state of assistant for a given end user (what answers were clicked, on which page he was the last time, etc.). | 2 hours | 66-67 bytes | After the first interaction with the assistant | Yes |
| zoovu-ab-tests | It enables remembering which version of assistant in A/B test was served to a particular end user, so that after this user returns from PDP page, the same version of the assistant is displayed. Without this cookie, the users will be redirected to a random assistant, which would be an erroneous behavior. | 2 hours | 22 bytes | It's created only for end users that use assistants, for which the client activated an a/b test (and as such, the existence of the cookie is controlled by the client). for such users, the cookie is created on assistant load. | Yes |
| zoovu-co-pdp-(advisorCode) | By storing the timestamp of last product click out, it enables counting the time spent on PDP pages of particular products, which is one of the metrics used in Zoovu Insights. | 2 hours | 34 bytes | When a user goes to PDP page | Yes |
| zoovu-opt-out-(platform)-(accountid) | Cookie used by opt-out functionality defining if the user accepted Zoovu to store the usage data. More information here Zoovu Insights - Cookie opt-out/opt-in solution | Session | 28 bytes | When opt-out functionality is used | Yes |

Cookies • Search experience (search plugin)

| Name of the cookie | Use | Expiry | Size | Creation | UX impacted? |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----------|--------------------------------------------------------------------------------------------------------------------------|--------------|
| ssi--sessionId | Anonymous insights cookie. It enables anonymously distinguishing the end users of the search, so that various search reports work correctly. | 365 days | 36 bytes | On plugin load | Yes |
| ssi--lastInteraction | It enables remembering which version of assistant in A/B test was served to a particular end user, so that after this user returns from PDP page, the same version of the assistant is displayed. Without this cookie, the users will be redirected to a random assistant, which would be an erroneous behavior. | 10 minutes | 13 bytes | Allows us to determine when a new session should be created to cluster different search intents into different sessions. | Yes |
| zoovuCGResults | Stores last included/excluded content groups, only set if data-zoovu-include or data-zoovu-exclude attribute is present on the search bar. | 1 hour | Dynamic | On search submit | Yes |
| zoovu-open-tab | Stores query and the open result group to reopen the same result group on page reload. | 1 hour | Dynamic | On search submit | Yes |
| zoovu-cg--c | Stores the active result group after a search result was selected, enables to continue the search on the same position after user comes back. | 1 hour | Dynamic | On clickout | Yes |

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|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------|---------------------------------------|-----|
| zoovu-offset--c | Stores the offset of the selected search result, enables to continue the search on the same position after user comes back. | 1 hour | Dynamic | On clickout | Yes |
| zoovu-query--c | Stores the query after a search result is selected, enables to continue the search on the same position after user comes back. | 1 hour | Dynamic | On clickout | Yes |
| zoovuLastQuery | Stores the last submitted query if the search redirects to a SERP, is used as a fallback to submit the search after the redirect. | 1 day | Dynamic | On search submit | Yes |
| zoovu-search-comparison_(projectId)_lastQuery | Stores the query for which a product was added to a comparison, used to reset the comparison after the user submits a different query. | Session | Dynamic | When a product is added to comparison | Yes |
| zoovu-toggled-view-state(?--resultGroup) | Stores the selected layout if a grid/list switch is available to use remember users' preferences. If result group specific layouts are used, the result group name gets appended to the cookie name. | 30 days | 4 bytes | When a grid/list switch is used | Yes |
| zoovu-pageSize | Stores the selected page size. | 30 days | Dynamic | When a page size selector is used | Yes |
| zoovu-animated-placeholder-seen | Stores whether the animated placeholder was activated, in case it should be enabled only on the first visit. | 30 days | 1 byte | Plugin is loaded | Yes |

Cookies • Advisor Studio experiences (ZOE conversations, product descriptions, etc.)

| Name of the cookie | Use | Expiry | Size | Creation | UX impacted? |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|-------------------------------------|--------------|
| zoovu-zoe-vid | A session cookie - it enables remembering the state of the experience for a given user, and thus enables the interaction between the user and Zoovu systems (e.g. maintaining the context of a conversation, etc.) If another Zoovu session cookie already exists (e.g. zoovu-(advisorCode)-(advisorLocaleCode)-session-id or zoovu-vid), this one is not created. | 2 hours | 63 bytes | When the experience is loaded | Yes |
| zoovu-zoe-consent | Cookie used to persist whether the user gave or declined consent to interact with Zoovu ZOE (AI) experiences. | 365 days | 21 bytes | upon providing or declining consent | Yes |

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