

Privacy Policy

Please, read this Privacy Policy (hereinafter, the “Policy”) attentively since it contains important information about our company, about the method and purpose of collecting, keeping, using and disclosing your data, about your rights related to your data and about the methods of contacting us should you have any claims.

For the purposes of this Policy and according to laws of the United Arab Emirates, “personal data” means: any data related to an identifiable individual or to an individual who can be identified, directly or indirectly, through linking of data, with a reference to an identifier, such as name, voice, image, identification number, online identifier, geographical location or any one or several physical, physiological, economic, cultural or social characteristics

Company Profile

FIX PRICE GENERAL TRADING LLC (hereinafter, FIX PRICE) is a limited liability company incorporated in the Emirate of Dubai, United Arab Emirates, engaged in retail trade via its own retail chain in the United Arab Emirates.

This Privacy Policy describes how FIX PRICE collects, processes, uses and discloses your personal data as a data controller when you contact us, use our services or interact with our platforms, including websites and mobile applications (hereinafter collectively, the “Platforms”).

In this privacy statement, FIX PRICE may be referred to as “FIX PRICE”, “we”, “our” or “us”, as the case may be.

FIX PRICE strives to treat your data responsibly, diligently and in accordance with all legal requirements. To protect the integrity and security of your data, advanced professional standards will be applied.

FIX PRICE undertakes to protect privacy of users of the fix-price.ae website (hereinafter, the “website”) and will take every effort to ensure that users’ data are processed subject to all their basic rights and freedoms, especially subject to their privacy.

We, FIX PRICE, have developed this Privacy Policy to explain to you in brief how we will collect, process, transfer and keep your data. This Policy also describes the procedure for your accessing, using and correcting your data.

To render our services, we wish to request particular personal information from our users, so we would like to clarify the procedures for and methods of processing your data.

Besides, this Privacy Policy contains all information you may need to give an express and informed consent to processing your data.

In general, FIX PRICE will use all information and personal data provided by you or collected by us in any other manner in connection with using the website in accordance with Federal Decree Law No. 45 of 2021 regarding the Protection of Personal Data (**PDPL**) and other legal regulations on processing and protecting personal data.

This, among other things, means that FIX PRICE will process all data subject to the principles of legality, honesty, transparency for limited purposes of their use and storage, to the minimum extent possible, ensuring accuracy, integrity, security and privacy of your data.

This Policy applies if you use our services (hereinafter, the “Services”). Use of our services means:

- use of any of our platforms, including websites (“our websites”), Wi-Fi public networks or mobile applications (“our mobile applications”); or
- this Policy also applies if you contact us or if we contact you regarding our Services.

Person Managing Personal Data

The person managing personal data during all operations for their processing when using the website is FIX PRICE, registered address: Office no. 2001, Al Moosa Tower 2, Trade Center First, P.O. Box no. 416450, Dubai, UAE.

FIX PRICE has appointed a specialist responsible for providing information about data protection. To

contact this specialist and learn about data processing by FIX PRICE, as well as to address any questions regarding our compliance with applicable privacy laws or this Privacy Policy, please send an e-mail to: Info.ae@uae.fix-price.com

We will try to answer your questions as soon as possible.

FIX PRICE undertakes to process your personal data based on the following data processing legal frameworks:

- we have obtained your consent;
- to implement our legal interests – to discharge obligations between us and you, to perform an agreement made between us or to implement our interests arising from law;
- to make an agreement and to ensure its performance;
- to discharge obligations stipulated by legal norms – to discharge obligations stipulated by external legal regulations binding on us;
- to protect vital interests of the data subject or any other individual – to ensure physical and property safety of our employees, clients and visitors.

Data Related to Searching and Viewing Information

The operation of the website, just as of any other website on the Internet, includes using such computer systems and software procedures during the normal operation of which information about website users is collected and automatically transferred via an Internet protocol.

While FIX PRICE does not collect this information to link it to a particular user, this information in essence may after its processing and uniting with other data possessed by third parties allow identifying a user either directly through such information, or via other collected information.

This information includes particular parameters of your operating system and IT environment, including your IP address, browser, language settings, location (country), domain name of your computer, URL of resources (unified resource locator) that you request via the website, the time of your request, information about your actions on your website (e.g., the pages you visited and the goods you viewed), the method you used to send a request to the server, types of the file received in response to your request, digital code denoting the status of the response sent via the server (successfully, error, etc.), information about the device (e.g., computer, tablet, or smartphone) you used to access our website, etc., using cookies and other technologies for collecting this information. This information may also include demographic (age, gender) and interest data (if available).

FIX PRICE only uses this data without linking them to any user identifier for anonymous statistical purposes related to using the website to ensure its correct operation and to identify any errors and/or malicious use of the website. Besides, this data can be used to impose liability should any IT crime be committed in relation to the website.

Actions Related to Data Processing

Data will be processed using such procedures, technical and electronic means that meet the requirements for the data privacy and security and include collecting, recording, organizing, keeping, consulting, reprocessing, modification, selection, sampling, agreement, use, combination, blocking, exchange, distribution, deletion and destruction of data or a combination of any two or more of the above actions.

Why do We Process this Information? Processing Purposes and Legal Framework

FIX PRICE plans to use your data collected on the website for the following purposes:

To respond to your request, to process transactions requested by you and applications, to contact you if necessary and to respond to your requests and questions, including by e-mail.

For these purposes, your consent to data processing is not required since such processing is needed to render the requested services and to perform the agreement with you, as well as to implement the measures requested by you prior to the execution of the agreement with you or to implement legal interests of FIX PRICE or any third party, unless interests of the data subject or basic rights and freedoms that require data

protection go beyond such interests, in particular if the data subject is a child.

You are not obliged to provide your data to FIX PRICE for these purposes, however if you do not provide it FIX PRICE will not be able to provide a corresponding service to you.

To respond to your requests, questions or claims, including e-mails not related to the services (hereinafter, other requests). For these purposes, your data processing consent is not required, since this processing is based on the legal interests of FIX PRICE with the aim of providing you with the information you need and to resolve any issues that you address to FIX PRICE. You are not obliged to provide your data to FIX PRICE for these purposes, however if you do not provide it, FIX PRICE will not be able to respond to your requests, questions or claims.

Data processing for these purposes requires your consent. You are not obliged to give FIX PRICE your data processing consent for these purposes and if you decide to withhold your consent you will not face any consequences (the only consequence is that you will not receive marketing materials from FIX PRICE). Besides, any consent may be revoked later.

To profile a user (individually and/or in general) on our website, collecting profile cookies and analyzing information about your preferences and decisions on the website, as well as about your general actions on the website (hereinafter, the “profile analysis”). We will use this information to make the services offered on the website as personalized and compliant with your wishes and preferences as possible, as well as to offer you information and advertising you may get interested in, to make offers directly based on your interests, to provide you with information about other websites and/or services that, as we believe, may be of interest for you.

All algorithms included into such processing are subject to regular verifications to ensure fair processing and bias control.

Processing for these purposes requires your consent to be given in a pop-up line about cookies and/or in a special window. You are not obliged to give FIX PRICE your consent for these purposes and if you decide to withhold your consent you will not face any consequences (the only consequence will be that in future you will not be personalized as a user of our website). Besides, later you may revoke your consent changing device settings or contacting FIX PRICE at the above address.

To prevent and identify cases of malicious use of the website or any other fraudulent actions on it (hereinafter, “malicious use” / “fraud”).

Processing for these purposes is required to protect legal interests of FIX PRICE related to the prevention and identification of fraudulent actions or malicious use of the website (for potentially criminal goals).

To analyze and improve our services, to modernize the website, to assess marketing activities and efficiency of FIX PRICE’s services, to perform statistical and demographic analysis for corporate clients and registered users of FIX PRICE (hereinafter, the “analysis”). Data processing for these purposes requires your confirmation.

Users are not obliged to provide their personal data to view public pages of the website. Provision of personal data for the above purposes is not required, however if the data provided (specified in the registration form) prove to be insufficient, users will not be able to complete registration and to use corresponding services.

Who Accesses your Data?

To discharge our obligations to you, we can transfer your data collected by any of our Affiliates to other Affiliates, business partners, data processors processing the required data processing on our behalf, e.g., to an IT infrastructure developer and supporting personnel, marketing agencies, leasing companies, courier services, etc. These companies are obliged by law and by a cooperation agreement to protect your data and to process it strictly for the purposes declared by us.

We may transfer your data to other entities in the following cases:

- if according to applicable laws or demand of public and law enforcement authorities, we must transfer personal data;
- if we need to transfer personal data to establish, exercise or protect our legal rights (including

provision of personal data to third parties to prevent fraud and to mitigate credit risk);

- to entities to whom we sell or transfer (or with whom we negotiate selling or transferring) any of our businesses or any of our rights and obligations under any agreement we may make with such entities. If the transfer or sale takes place, the entity that receives your data will be able to use it in the same manner as we do it;
- to our successors; or

to any person to whom we transfer or may transfer our rights and obligations under an agreement with you.

- We may also transfer your data to third parties in the following circumstances:
- FIX PRICE branches and subsidiaries. We may transfer your personal data collected by any of our branches and subsidiaries to any other of our branches and subsidiaries for the purposes listed in the above provisions of this Policy.

Data Transfer

We process your data exclusively within the United Arab Emirates. Currently, we are not going to transfer and are not transferring your data to third countries.

Additional Information in Compliance with UAE Laws: In accordance with Federal Law No. 2 of 2019 on the Use of the Information and Communication Technology (ICT) in the UAE, any transfer of personal data outside the UAE must adhere to the conditions specified by the law. This includes ensuring that the country to which data is transferred has adequate data protection laws comparable to the PDPL (Federal Decree-Law No. 45 of 2021). If such laws are not in place, explicit consent from the data subject must be obtained, or other legal safeguards must be implemented.

Children

Our platforms are not designated for children. If you provide data of your children, you give us your parent consent as a legal representative or custodian for the collection, use and processing of your child's data in accordance with this Notification.

To comply with legal regulations on children's privacy on the Internet, FIX PRICE does not intentionally collect personal data of children under 13 years old. FIX PRICE treats children's privacy seriously. So, we recommend that parents or custodians should assist and supervise children under 13 years old who intend to visit the website or access the services offered by FIX PRICE. Children under 13 years old should not visit the websites of FIX PRICE or use any services offered by it. If it is discovered that FIX PRICE has inadvertently registered personal data of any child under 13 years old, such data will be deleted immediately.

If parents/custodians want to prohibit minors' access to the website, there are programs for controlling access to the Internet and particular websites.

Jurisdiction

This Privacy Policy will be governed and construed in accordance with laws of the UAE. Any disputes that may arise in connection with this Privacy Policy will be subject to the exclusive jurisdiction of Dubai courts, UAE.

Cookies

Additional Information in Compliance with UAE Laws: In compliance with UAE regulations, we ensure that cookies used on our platform adhere to the highest standards of data privacy. We provide clear information about the types of cookies used, their purpose, and how users can manage their cookie preferences.

Cookies are small text files that websites you visit save on your computer. They are used to support

the website operation and to provide information about website owners. Our website can install the following cookies:

1. Required cookies. These cookies are needed for the website operation and can be disabled in our systems. Usually, they are only activated in response to your actions that are similar to the request for services, such as confidentiality level setting, login or form completion. You can set your browser to block or notify about cookies, but in this case some parts of the website can be inactive.

2. Service cookies. These cookies allow us to track the number of visits and traffic sources to assess and improve the performance of our website. They help us learn which pages are the most and least popular and see how visitor move around the website. All data collected with the help of these cookies are grouped by statistics, which means that it is anonymous. If you do not confirm using these cookies, we will not receive data about your visit to our website.

3. Targeted cookies. These cookies are installed by our advertising partners on our website. These companies can use them to collect data about your interests and to show you relevant advertising on other websites. They unambiguously identify your browser and device. If you decline these cookies, you will not see our targeted advertising on various websites.

To decline cookies, you can use the private view mode available in most browsers (private window, incognito window or InPrivate window). Any cookies created in the private view mode will be deleted as soon as you close all browser windows. You can use the free instrument Your Online Choices or YourAdChoices to refuse to receive and use any information required for showing targeted advertising.

Data Security

Additional Information in Compliance with UAE Laws: [As per the PDPL \(Federal Decree-Law No. 45 of 2021\), FIX PRICE is required to take all reasonable measures to protect personal data from unauthorized access, disclosure, alteration, or destruction. This includes implementing robust encryption techniques and conducting regular security audits.](#)

All personal data collected and processed on the website will be kept and processed in such a manner as to mitigate the risk of their destruction or loss (including accidental loss), unauthorized access/use or any use that conflicts with the initial purpose of its collection. This can be done through taking technical and organizational security measures developed by FIX PRICE.

Data Storage

FIX PRICE will store your data as long as it will be required depending on the reason for its collection.

FIX PRICE will store any data processed for providing services as long as it will be required to achieve the goals. However, data will be stored longer if we need it to comply with any requirements applicable to our services or to protect the interests of FIX PRICE within the framework of the possible responsibility in connection with the services.

FIX PRICE will store data processed to ensure compliance with legal regulations as long as it is needed to perform particular legal obligations in connection with which the data were processed.

FIX PRICE will store any data processed to prevent malicious use/fraud and to perform analysis as long as it is required to achieve the goals for which they were collected, but for no more than 5 years.

After expiry of the above periods, all personal data will be deleted or depersonalized, except for any data that must be stored for a longer period in accordance with law.

What are your rights? How can you use them?

Since you are a data subject, you can use the following rights at any time.

You can receive a confirmation that FIX PRICE processes your data, access this data or its copy.

You can demand that your data be deleted if you believe that its processing is not required or that it is illegal, anonymize your data, block data that are processed illegally or set processing restrictions.

You can object to the processing of your data for particular reasons related to your particular situation that, in your opinion, prohibits FIX PRICE to process your data for a particular purpose.

You can object to the processing of your data that is performed for sending advertising materials, direct sales, market studies or commercial communication.

You can revoke your data processing consent (for marketing purposes and profiling), if your consent constitutes a legal ground for the processing; this will not affect the legality of its processing that was performed before you revoke your consent.

You can demand that processing of your data be limited if you believe that any processed data is unreliable or that its processing is not required or is illegal, as well as if you object to its processing.

The right to transfer data – you may obtain a copy of any data transferred by FIX PRICE in a structured, generally accepted and machine-readable form and demand that this data be sent to another person managing personal data.

You can refuse to receive interest-based advertising. We cooperate with third parties who know and manage our advertising on other home pages. Our partners may use cookies or similar technologies to offer advertising to you based on your actions and interests identified during your visits to home pages.

Please note that you may at any time change a major part of your data provided to FIX PRICE, including settings of your e-mail; to do this, login your user profile created on the website.

When you request any services on the website, you may select one or several methods to contact you in relation to which your data can be processed for marketing purposes (e.g., by phone, sms, e-mail, mail, social media). Using, as applicable, of the user profile created on the website, you can revoke your data processing consent for all selected methods of communication or block only particular methods (e.g., if you revoke your consent to receive marketing messages in the form of sms, you will not receive such sms in future, however you will receive this information by e-mail).

You can revoke your consent for marketing purposes (for messages received by e-mail) clicking on the link provided below the text of each corresponding marketing message.

You may revoke your consent to the profile analysis performed using cookies. If you gave your consent to the profile analysis via a special window, you can revoke such consent at any moment changing, as applicable, settings in your user profile created on the website.

You may at any time use the rights set by legal regulations sending a corresponding request to our data privacy department to: Infor.ae@uae.fix-price.com.

Anti-fraud Statement

FIX PRICE notifies about fraudulent actions taken at various places via phone calls, messages, e-mails and other communications about prizes, job promotion, personnel recruitment, investments and cash transfers. If you face this information, please contact us. We urge you to beware of phone calls and messages about winning prizes from FIX PRICE and asking to disclose your bank details. We do not request this information from our clients. Winners of our advertising campaigns are listed in our stores, on our official websites and social media, and we recruit personnel either through official HR departments or affiliated professional recruiting agencies. We urge you to immediately report any suspicious messages to competent authorities and public agencies. FIX PRICE reserves the right to sue such individuals and legal entities sending such messages.

If you receive any unauthorized, suspicious or fraudulent offers or interview invitations, please send a mail to: PO box no. 416450, Office no. 2001, Al Moosa Tower 2, Trade Center First, Dubai, UAE

Notification of Changes in this Statement

We can from time to time update this Privacy Notification and will try to notify registered users about any changes made. All changes will take effect upon their publications, unless specified otherwise. If we intend to use your data in any manner other than specified at its collection, we will notify you about it. Please, view this Privacy Notification and all Additional Privacy Conditions from time to time for any changes in them.

This Privacy Policy became effective on March 27, 2024. It was last updated on August 15, 2024.

FIX PRICE reserves the right to change this Privacy Policy, in full or in part, or to update its content, if, for example, applicable legal regulations are changed. If FIX PRICE changes this Policy, we will inform you about such changes publishing corresponding information on the home page before such

changes are made. In this connection, FIX PRICES urges you to regularly view the page with this Privacy Policy for its updated version and to know how FIX PRICE collects and uses your personal data.

Cookie Policy

Cookie Use Policy

FIX PRICE Group (hereinafter, FIX PRICE) has developed this Cookie Use Policy to explain the policy adopted by FIX PRICE in relation to using any personal data collected by it about FIX PRICE website visitors (hereinafter, the “Website”) with the help of cookies that can be stored and accessible from visitor devices when they use or visit the website. The purpose of this Cookie Policy is to enable the visitors to understand how FIX PRICE can process their personal data using cookies, and which rights they have in relation to their data.

In general, FIX PRICE will process personal data collected with the help of cookies in a legal, fair and transparent manner. FIX PRICE has developed this policy subject to international data privacy principles, such as principles of limiting purposes, storage, data minimizing, data quality and privacy.

The controller of the data processing with the help of cookies used by FIX PRICE on the website is FIX PRICE General Trading LLC.

This Cookie Policy is a part of the FIX PRICE Privacy Policy. To learn more about the data processing by FIX PRICE, please read the FIX PRICE Privacy Policy (available here).

COOKIES

➤ Definitions, characteristics and application of standards.

Cookies are small text files that can be sent and recorded on your computer by the website your visit and then resent to the same website at the next visit. Due to these cookies the website can “memorize” your actions and preferences (e.g., login data, language, font size, other image settings, etc.), so you will not need to reset them at the next visit of the website or in case any changes are made to the website pages.

Cookies are used for electronic authentication, session monitoring and storage of information about your actions when accessing the website. They can also contain a unique identification code to track your activity on the website for the statistical and advertising purposes. Some operations on the website cannot be performed without using cookies that are in particular cases technically required for the website operation.

When viewing the website, you also can receive cookies from other websites or web-servers (i.e. “external cookies”).

Depending on their characteristics and functions, there are various types of cookies that can be stored on your computer during different periods of time: session cookies that are automatically deleted when the browser is closed, and permanent cookies that can be kept on your device until their present period expires.

In accordance with laws applicable to you, your consent may be sometimes not required for using cookies on the website. In particular, “technical/required cookies”, i.e. cookies that are only used to send messages via an electronic communication network or that are required to render the requested services, in general do not require this consent. They include viewing or session cookies (used to login) and functional cookies (used to memorize the visitor’s choice when accessing the website, e.g., language or purchased products).

On the other hand, “profiling/marketing cookies”, i.e. cookies used to create user profiles and send advertising messages in line with the user preferences identified when viewing websites, in general require a special consent of users, though this may vary depending on applicable laws.

➤ Types of Cookies used by the Website.

As stated above, the Website uses the following types of cookies:

Required cookies that are strictly needed for the Website operation and/or allow you to use the Website content and FIX PRICE services available through the Website.

Preference cookies used to activate particular functions of the website and to set the website at your convenience to improve your experience.

Statistical cookies that allow FIX PRICE to understand how users use the Website and to track traffic to and from the Website.

Marketing cookies used to track preferences you show when using the Website and to send advertising messages to you in line with your preferences.

FIX PRICE also uses external cookies, i.e. cookies from websites/web-servers different from FIX PRICE's own website owned by third parties. Such third parties will act as independent persons.

➤ Setting Cookies

You can refuse to use particular cookies or otherwise revoke your consent (and thus block or delete) to use particular cookies via the platform for managing cookie use consent available at the Website.

B You can also change cookie settings in the browser settings. Your cookie settings will be reset if you use different browsers to access the Website.

ATTENTION: If you block or delete any required cookies used by the Website via settings of your browser, viewing of the Website can become impossible, some of its services or functions can become inaccessible or other failures can arise. In this case, you may have to change or to manually enter some information or preferences every time you visit the Website.

AMENDMENTS

This Cookie Use Policy took effect on March 27, 2024. FIX PRICE reserves the right to change this Cookie Use Policy, in full or in part, or update its content, e.g. as a result of changes in applicable laws. FIX PRICE will inform you about any material changes as soon as they are made (via a pop-up window on the FIX PRICE website and sending e-mails to clients/users/consignees on the dispatch list of FIX PRICE). Any amendments will become effective upon their publication.

Information about cookies used at www.fix-price.ae (hereinafter, the “Website”)			
Cookie name	Cookie purpose	Cookie type	Term of storage
BX_USER_ID	Stores information about the unique identifier of an unauthorized user of the website	Required cookies	400 days
PHPSESSID	Session identifier generated and stored at the server end to track user sessions	Required cookies	Session
bx_user_id	Stores information about the unique identifier of an unauthorized user of the website	Required cookies	400 days
alertwin	Allows showing a widget of the notification about use of cookies	Required cookies	14 days

spravka	Used to operate the robot protection algorithm	Required cookies	23 days
_yasc	These cookies allow counting the number of visitors and traffic source to assess and improve the website operation	Targeted cookies	400 days
bh	Collects information about visitors' behavior on several websites	Targeted cookies	1 year
yandex_login	These cookies are used by Yandex.Metrika to collect information about the visitor's characteristics, his/her behavior on the website pages, targeted actions, etc.	Targeted cookies	1 year
yp	Used by Yandex.Metrika to collect information about the visitor's characteristics, his/her behavior on the website pages, targeted actions, etc.	Targeted cookies	400 days
ys	Used by Yandex.Metrika to collect information about the visitor's characteristics, his/her behavior on the website pages, targeted actions, etc.	Targeted cookies	1 year
sync_cookie_ok	This cookie is installed by the WebVisor provider and is used for marketing purposes.	Targeted cookies	15 minutes

active-browser-timestamp	These cookies are installed by advertising partners via our website and are used to create a profile of your interests and to show personalized advertising on other websites. Targeted cookies do not store your personal data and contain data of online identifiers, data about your browser and operating system. If you prohibit using these cookies, you will see non-personalized advertising.	Targeted cookies	Session
skid	These cookies are used by Yandex.Metrika to collect information about the visitor's characteristics, his/her behavior on the website pages, targeted actions, etc.	Operating cookies	2 days
amcuid	These cookies are used by Yandex.Metrika to collect information about the visitor's characteristics, his/her behavior on the website pages, targeted actions, etc.	Operating cookies	345 days

mda	These cookies are used by Yandex.Metrika to collect information about the visitor's characteristics, his/her behavior on the website pages, targeted actions, etc.	Operating cookies	260 days
_ym_d	Stores the date of the first visit of the website	Operating cookies	1 year
_ym_isad	Used to identify if the visitor has any advertising blocking tools	Operating cookies	1 day
_ym_uid	Differentiates visitors	Operating cookies	1 year
_ym_visorc	Differentiates visitors	Operating cookies	30 minutes
i	Differentiates visitors	Operating cookies	400 days
yabs-sid	Visitor identifier	Operating cookies	Session
yandexuid	Differentiates visitors	Operating cookies	400 days
ymex	Stores auxiliary information for the Metrika operation: identifier creation time and their alternative values	Operating cookies	1 year
yuidss	Differentiates visitors	Operating cookies	400 days
yashr	Information about the website use for Yandex.Metrika	Operating cookies	1 day
afpix	Used to analyze the visitor's behavior at the website	Operating cookies	1 day

is_gdpr	Differentiates visitors from the area subject to the General Data Protection Regulation, GDPR	Operating cookies	400 days
is_gdpr_b	Differentiates visitors from the area subject to the General Data Protection Regulation, GDPR	Operating cookies	400 days
gdpr	Differentiates visitors from the area subject to the General Data Protection Regulation, GDPR	Operating cookies	Session
Session_id	Visitor identifier	Operating cookies	400 days
my	These cookies are used by Yandex.Metrika to collect information about the visitor's characteristics, his/her behavior on the website pages, targeted actions, etc.	Operating cookies	400 days

sessar	Differentiates visitors	Operating cookies	400 days
sessionid2	Visitor identifier	Operating cookies	400 days
device_id	These cookies are used by Yandex.Metrika to collect information about the visitor's characteristics, his/her behavior on the website pages, targeted actions, etc.	Operating cookies	Session
_ga	Used to distinguish users by assigning a randomly generated number as a client identifier.	Targeted cookies	2 years
_gid	Used to distinguish users and track user behavior on the website. <i>Expiration:</i>	Targeted cookies	24 hours
_gat	Used to throttle request rates, limiting the collection of data on high-traffic sites.	Targeted cookies	1 minute
<i>gac</i>	Contains campaign-related information for the user. It's used by Google Ads to link interactions with conversions.	Targeted cookies	90 days
<i>_gtag.js</i>	Allows website owners to measure visitor interactions and behavior on their website.	Targeted cookies	Session-based
AMP_TOKEN	Contains a token that can be used to retrieve a client ID from the AMP Client ID service.	Targeted cookies	30 seconds to 1 year