



Annex - Cookie Policy: List of cookies



In the tables below, you will find the list of cookies used on our website (*europ-assistance.be*) as of 14/07/2026, classified by category.

Critical cookies

Cookie name	Purpose	Duration	Provider (recipient)	Category	Transfer outside EEA
PHPSESSID	Maintains the server session	Session	Europ Assistance	Strictly necessary	No
ROUTEID	Load balancing across servers	Session	Europ Assistance	Strictly necessary	No
language	Remembers the selected language	Session	Europ Assistance	Strictly necessary	No
languageCode	Remembers the language in the quote funnel	Session	Europ Assistance	Strictly necessary	No

Functional cookies

Cookie name	Purpose	Duration	Provider (recipient)	Category	Transfer outside EEA
AxonIngress	Routing of the quote engine	2 days	Europ Assistance	Functionnal	No
ac_enable_tracking	Enables/disables behavioural tracking	30 days	ActiveCampaign	Functionnal	No





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Analytical cookies

Cookie name	Purpose	Duration	Provider (recipient)	Category	Transfer outside EEA
_ga	Audience measurement — visitor identifier	400 days	Google	Analytics	Yes - USA (DPF)
FPID	First-party GA4 identifier (server-side)	400 days	Google	Analytics	Yes - USA (DPF)
FPLC	GA4 cross-domain linker	1 day	Google	Analytics	Yes - USA (DPF)
_ce.s	Session recording / heatmap	365 days	Crazy Egg / Contentsquare	Analytics	Yes - USA (DPF)
_uetsid	Bing conversion tracking (session)	1 day	Microsoft	Analytics	Yes - USA (DPF)
_dd_s	Real user monitoring, loaded via the Mollie payment SDK	Session	Datadog (via Mollie)	Analytics	Yes - USA (DPF, Datadog)





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Advertising cookies

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_fbp	Meta advertising / Pixel targeting	90 days	Meta	Advertising	Yes - USA (DPF)
_gcl_au	Google Ads conversion attribution	90 days	Google Ads	Advertising	Yes - USA (DPF)
IDE	Advertising targeting and measurement	390 days	Google (DoubleClick)	Advertising	Yes - USA (DPF)
MUID	Microsoft advertising identifier	390 days	Microsoft	Advertising	Yes - USA (DPF)
_uetvid	Bing Ads visitor identifier	390 days	Microsoft	Advertising	Yes - USA (DPF)
NID	Google preferences / advertising	183 days	Google	Advertising	Yes - USA (DPF)

