



Annex - Cookie Policy: List of cookies



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

Critical cookies

Cookie name	Purpose	Duration	Provider (recipient)	Category	Transfer outside EEA
wpml_browser_redirect_test	Detects the browser language	Session	WPML / WordPress	Strictly necessary	No

Functional cookies

Cookie name	Purpose	Duration	Provider (recipient)	Category	Transfer outside EEA
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)
_gid	Distinguishes visitors	1 day	Google	Analytics	Yes - USA (DPF)
gat	Legacy Universal Analytics	Session	Google	Analytics	Yes - USA (DPF)
_dc_gtm_	Tag trigger control	Session	Google Tag Manager	Analytics	Yes - USA (DPF)
hjSession	Hotjar session - session recording	Session	Hotjar (Contentsquare)	Analytics	No - EU (Malta)





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Advertising cookies

Cookie name	Purpose	Duration	Provider (recipient)	Category	Transfer outside EEA
_fbp	Meta advertising / Pixel targeting	90 days	Meta	Advertising	Yes - USA (DPF)
cmp	ActiveCampaign site tracking	31 days	ActiveCampaign	Advertising	Yes - USA (DPF)
VISITOR_INFO1_LIVE	Bandwidth estimation / YouTube ads	180 days	Google / Youtube	Advertising	Yes - USA (DPF)
YSC	YouTube video session tracking	Session	Google / Youtube	Advertising	Yes - USA (DPF)
VISITOR_PRIVACY_METADATA	YouTube consent metadata	180 days	Google / Youtube	Advertising	Yes - USA (DPF)
__Secure-ROLLOUT_TOKEN	YouTube feature rollout	180 days	Google / Youtube	Functional (video)	Yes - USA (DPF)
__Secure-YNID	YouTube preferences	180 days	Google / Youtube	Advertising	Yes - USA (DPF)

