

We use the Analytics cookies to research the use of the website. These statistics give us more information on the (frequency of the) use of the website. We also measure which specific sections of the website are most popular and/or considered most interesting. Based on this, we can provide better support for the website and improve it if necessary.

We collect these statistics via the web analyzing tool Google Analytics. To comply to legal requirements, we have agreed on a processor agreement with Google. With this processor agreement we, *inter alia*, guaranteed that Google will not share any collected data with third parties. Furthermore, we do not use the data that we collected via the Google Analytics cookies for any other Google services ourselves.

The Analytics cookies provide us with, *inter alia*, the following information/data that will be stored in our web analyze system:

- The IP-address (whereof the fourth octet is masked);
- Traffic source or campaign that explains how the user reached your site.
- Which (sub)pages are visited on the website;
- The duration of the visit/use of the website and its subpages.

Where do we use these cookies for?

- To measure the amount of visitors;
- To measure the duration of the visit of each visitor;
- To determine how visitors navigate through the different (sub) pages;
- To measure the use of the download functionalities;
- To consider which sections of our website need adjustments/should be revised;
- To optimize our website in general.

List of Analytical cookies at aholddelhaize.com

Default	Expiration Time	Description
__utma	2 years from set/update	Used to distinguish users and sessions. The cookie is created when the javascript library executes and no existing __utma cookies exists. The cookie is updated every time data is sent to Google Analytics.
__utmt	10 minutes	Used to throttle request rate.
__utmb	30 mins from set/update	Used to determine new sessions/visits. The cookie is created when the javascript library executes and no existing __utmb cookies exists. The cookie is updated every time data is sent to Google Analytics.
__utmc	End of browser session	Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the __utmb cookie to determine whether the user was in a new session/visit
__utmz	6 months from set/update	Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics.
__utmv	2 years from set/update	Used to store visitor-level custom variable data. This cookie is created when a developer uses the <code>_setCustomVar</code> method with a visitor level custom variable. This cookie was also used for the deprecated <code>_setVar</code> method. The cookie is updated every time data is sent to Google Analytics.
_ga	2 years	Used to distinguish users.
_gat	10 minutes	Used to throttle request rate.