

THE FORD COOKIE GUIDE

At Ford, we use technologies like cookies, pixels, and local storage to make our websites easier to use and to tailor content to be more relevant for you. This guide is designed to explain, as clearly as possible, what cookies are; the purpose of those used on Ford websites; and what options you have to control or delete them – if you decide you want to.

What is a cookie?

Almost every website uses cookie technology. A cookie is a small file that saves Internet settings. It gets downloaded through a browser during the first visit to a website. When you next return to the site using the same device, the browser may check to see if a related cookie is present (i.e. containing the site name) and use the data inside the cookie to send back to the site. This allows sites to recognise that the browser has visited before and, in some cases, vary the content shown to reflect that.

The benefits of cookies

Some cookies are extremely useful, because they can make the experience more user-friendly when you come back to a website you've visited several times previously. Provided you use the same device and browser as before, they can, for example, remember your preferences, help us to know how you use our sites, and make the content shown more relevant to your interests and needs. None of the cookies used on our websites collect information that personally identifies you.

Below is a table showing the main cookies used on Ford websites, explaining where they appear and what they do.

Controlling and deleting cookies

If you want to change how a browser uses cookies, including blocking or deleting cookies from Ford websites (or any other website in fact) you can do so by changing the browser settings.

To control cookies, most browsers allow you to either accept or reject all cookies, only accept certain types of cookies, or prompt you each time a site wishes to save a cookie. It's also easy to delete cookies that are already saved on your device by a browser.

The processes for controlling and deleting cookies vary depending on which browser you use. To find out how to do so with a particular browser, you can use the Help function within it.

Cookies used on all Ford applications

Cookie source	Cookie	Where the cookie appears	Description
Addthis	psc, uid, uit, uvc	Cars pages, Car Promotions, Dealer Locator, Configure Vehicle, Request Test Drive, Request Brochure, View iBrochure, Keep Me Informed Request	Gives you a more personalised sharing experience by allowing easy sharing to your favourite social networking sites, such as Facebook.
Atlas Solutions	AA002, MUID	Homepage, Cars pages (all subheadings), Dealer Locator, Request Test Drive, Request Brochure, View iBrochure, Keep Me Informed Request	Helps us show you online adverts that are relevant to you, by tracking the adverts you have seen and reporting which you have clicked on.

Sophus3	TCID, TCSession	Homepage, Cars pages (all subheadings), Configure Vehicle, Request Test Drive, Request Brochure, View iBrochure, Keep Me Informed Request, Accident Management, Online Service Booking, eDialog, Accessories, LifeStyle, Current Promotions, and Value my Car	Helps us count the number of visitors to our sites and measure how they use our sites in order to improve them.
Google Analytics	__utma, __utmb,__utmc, __utmz, __utmxx, __utmz	All pages, Request Test Drive, Request Brochure, Keep Me Informed Request	Helps us improve the content on our sites, by giving us basic tracking information. For example, the number of times you have visited, which search engine you came from, and the keyword you used.
Google Remarketing	var google_conversion_id = 990299852; var google_conversion_label = "x4UkCJy6uQQzI2b2AM"; var google_custom_params = window.google_tag_params; var google_remarketing_only = true;	Home Page , Request a test drive, Request a brochure	Enables us to see whether you have completed the desired action and serve you and ad based on this.
Omniure	1.s_cc 2.s_vi 3.s_sq 4.s_visit 5.ev_36_getval- 6.s_p_s_prop8-	Homepage, Cars pages (all subheadings), Dealer Locator, Configure Vehicle, Request Test Drive, Request Brochure, View iBrochure, Keep Me Informed Request, Accident Management	Helps us to count the number of visitors to our sites and measure how they use our sites in order to improve them. They also check visitor IDs to keep users secure.
Ford	JSESSIONID	Configure Vehicle, Keep Me Informed Request, Accident Management, Online Service Booking, Owners Services, Device connectivity and downloads	This cookie keeps information about your browsing history for the duration of that session.
Psyma	psyma_participation	All pages	This cookie allows us to avoid repeatedly showing you online surveys that you've already completed or rejected.
Ford	FavoriteDealer	Dealer Locator	Stores your selected 'favourite' Ford dealer.
Ford	noFlash	All pages	Stores whether your browser has a Flash player installed so you can view Flash content (animations etc). Deleting this will mean you will be prompted to install a Flash player every

			time a page loads containing Flash content.
Ford	ford_mobile_sniffer_forcefullsite	All mobile site pages	This ensures that if you use a mobile device to access our sites, you'll be shown a mobile-friendly version. Deleting this cookie will mean you see the desktop version of our site and may have a limited experience.
Ford	isOwnerAuthenticated	Owners Services	If you are accessing the Owners Services section of our site, this cookie stores whether you are logged in or not. It keeps this information until the end of your visit.
Ford	ford_engine_fullsite_cookie timer	All pages	Stores whether we have alerted you to the use of cookies on our websites.
Bing (Microsoft)	ASP.Net_SessionId	Online Service Booking, Dealer Locator	This stores information related to mapping functionality.
NetMining		All pages	Tracks your behaviour on our sites, so we can show you more relevant content.
Media Innovations Group	id, mdata, OAX, NSC_fo1efm_qppm_iuuq	Homepage	The various online ad tracking cookies help us show you online adverts relevant to you. They track the adverts you have seen, those you have clicked on, and the pages you have visited on our site afterwards.
SiteMeter	ug	Homepage, Request Test Drive, View iBrochure, Request Brochure, Keep Me Informed Request, eDialog	
Tribal Fusion	ANON_ID	Homepage	
YieldManager	bh, uid	Homepage, Request Brochure, Request Test Drive, Keep Me Informed Request, eDialog	
Adjug	AJUserGUID	Dealer Locator	
comScorem Inc	UID, UIDR	Homepage, Request Test Drive, View iBrochure, Request Brochure, Keep Me Informed Request, eDialog	
Xgraph	_xguid	Cars	
AppNexus	anj, uuid2, sess	Cars (all subheadings), View iBrochure	
Special Media	ug	Cars (all subheadings)	
M6D	vstcnt		
ContextWeb	V, cwbh1	Cars (all subheadings), Dealer Locator	
Adform	C, cid, uid	Request Test Drive, View iBrochure, Keep Me Informed	

		Request, Request Brochure, eDialog	
Mediamind	Bs.serving.sys	Landing Page, Request a Test Drive	Shows which ads users have seen, if they clicked on them or not, and then show how many of them landed on the site and requested a test drive. The retargeting tag will also record which users have booked a test drive so that they can be served a different ad the next time.