

Cookies



This page provides an overview of which cookies are used by excentos Product Guides.

Which Cookies does excentos generate or use?

Type	Key	Name (internal)	who places the Cookie?	Suggested category for your Consent Management Tool	Retention duration	Purpose	Internal Notes
Cookie	xcSessID	Session ID	excentos	Functional Cookie	Session	Keeps the session state synchronized with the server	
Cookie	xcVisitorID	Visitor ID	excentos	Analytics Cookie	5 years	Tracks a visitor between sessions	Essential if you want to use Ecommerce tracking .
Cookie	_xcpk_ses.*	Matomo Session	excentos	Analytics Cookie	Session	Used by the excentos Analytics solution to recognize a visitor during one session .	Matomo is the web analytics solution used by excentos. (Our Analytics solution "Matomo" was previously called "Piwik"; that's why the cookie name is "pk".)
Cookie	_xcpk_id.*	Matomo ID	excentos	Analytics Cookie	2 years	Used by the excentos Analytics solution to recognize a visitor between sessions .	
Cookie	__storage_test__	function test cookie	excentos	Functional Cookie	deleted immediately	Used to find out if the browser technically supports cookies	
localStorage	excentos.analytics.matomo	Matomo metadata	excentos	Analytics local storage	local storage elements don't expire (but can be deleted by the user at any time)	This stores a list of products for which the user achieved the <i>interest goal</i> together with the <i>xcVisitorID</i> . It is used to track referrals based on <i>interest goals</i> and determine <i>when</i> the referral had been achieved.	<ul style="list-style-type: none"> Compare Goals for more information on the <i>interest goal</i>. The <i>interest goal</i> is achieved if a user interacts with one of the product recommendations (e.g. click on product image, add a product to a comparison basket). The data stored together with the product can contain all data available on the product recommendation (e.g. product name, product detail page URL, product name and manufacturer, last time the product achieved the <i>interest goal</i>, price, ranking information). Some of these attributes are redundant and might be removed from localStorage with future releases.
localStorage	excentos.analytics.matomo.lastevent	Matomo lastevent	excentos	Analytics local storage	local storage elements don't expire (but can be deleted by the user at any time)	Timestamp of last excentos Analytics tracking event.	Set but never used.

Notes: The above definition of Cookies refers to the latest version of the excentos Themes. If we implemented a custom user interface, please contact excentos.

The "Name (internal)" is just our internal name to easily communicate; it is not meant to be displayed in our customer's Consent Management Solution.

Default Text for Your Consent Management Solution

This is a legally non-binding text draft that you can use for your consent management if you want to inform your website visitors about cookie usage.

Name des Dienstes: excentos Product Guides

Beschreibung: excentos ist ein Online-Produktberater, der unsere Kunden während des Kaufentscheidungsprozesses durch personalisierte Produktempfehlungen unterstützt.

Verwendete Technologien: Cookies

Erhobene Daten: Erfasst Statistiken über Besuche des Benutzers in eingesetzten Beratungssystemen, wie z. B. die Anzahl der Besuche, durchschnittliche Verweildauer auf der Website und welche Seiten gelesen wurden.

Ort der Verarbeitung: Europäische Union

Speicherdauer: Es gibt vier Cookies, die folgende Speicherdauern haben: Sitzungsdauer, 2 Jahre, 5 Jahre.

Name of the service: excentos Product Guides

Description: The excentos Product Guides help visitors of our website with personalized product recommendations during their buying decision process.

Technologies used: Cookies

Processed data: Statistics and data on visits and events in the Product Guides such as e.g. number of visits, average duration time of a visit, and selected events in the Product Guides.

Personalized data processed: IP address (but stored for 7 days only)

Place of data processing: European Union or United States (📍 please clarify with excentos).

Retention period: We use four different cookies with the following retention periods: Session duration, 2 years, 10 years.

Notes

The above describes the **standard configuration**. However, if **customized solutions** are implemented (e.g. integration with our customer's **lead generation processes**), it might occur that we use additional cookies.