



Porsche cookie policy

Version date: December 17, 2012

What are cookies?

Cookies are small text files that some websites place on your computer's hard drive when you access their websites. Cookies help you to navigate the website and perform various functions. In general, cookies are beneficial and make your journey through a website quicker and easier.

Use of cookies by Porsche

Like many companies we use cookies across our Websites. Cookies enhance your on-line experience by saving your preferences while you are visiting our Websites. We also use cookies to measure activity on our Websites and determine which areas and features of our Websites are the most popular. Below is a list of the cookies used across our Websites and an outline of what each cookie is used for:

Porsche.com/uk

Cookie	Name	Purpose
mdr_browser	MDR Browser	This cookie determines whether the browser is a mobile or desktop.
__g_u	Porsche Cookie	This cookie carries out performance and availability monitoring and load testing.
ASP.NET_SessionId	ASP.NET Session Cookie	This cookie remembers values from one page to another.
CTCNTNM_	Porsche Cookie	This cookie tracks website usage.
Drupal SESS	Drupal Cookie	This third party cookie stores information about the user's activities.
u2	U2	This cookie tracks website usage.

Porsche Car Configurator

Cookie	Name	Purpose
JSESSIONID	Session ID	This cookie is used for the handling of configuration.
lastSessionId	Session ID	This cookie determines if a restart of the browsers is necessary.
sessionInfo	Session Info	This cookie contains current configuration for session recovery.
CCSERVERID	Server ID	This cookie ensures that the user always uses the same server during a configuration.

Porsche Centre Websites

Cookie	Name	Purpose
_utma _utmb _utmc _utmz _utmv	Google Analytics	<p>These third party cookies are used to help optimise the website by allowing us to collect generic website usage statistics.</p> <p>You can view the Google privacy policy at: http://www.google.com/analytics/learn/privacy.html</p> <p>To opt out of Google Analytics cookies visit: https://tools.google.com/dlpage/gaoptout</p>
mdr_browser	MDR Browser	This cookie checks the browser version being used.
SESS3*** CTC***	Porsche Cookie	These cookies are used for tracking and to improve site functionality.

Genuine Porsche Connection (Porsche Approved Pre-Owned Cars)

Cookie	Name	Purpose
_utma _utmb _utmc _utmz	Google Analytics	<p>These third party cookies are used to help optimise the website by allowing us to collect generic website usage statistics.</p> <p>You can view the Google privacy policy at: http://www.google.com/analytics/learn/privacy.html</p> <p>To opt out of Google Analytics cookies visit: https://tools.google.com/dlpage/gaoptout</p>
_atuvc	AddThis	This cookie allows users to share website content across social media.

Porsche Centre Approved Body Repairers

Cookie	Name	Purpose
_utma _utmb _utmc _utmz	Google Analytics	<p>These third party cookies are used to help optimise the website by allowing us to collect generic website usage statistics.</p> <p>You can view the Google privacy policy at: http://www.google.com/analytics/learn/privacy.html</p> <p>To opt out of Google Analytics cookies visit: https://tools.google.com/dlpage/gaoptout</p>
_atuvc	AddThis	This cookie allows users to share website content across social media.

Porsche Design Drivers Selection

Cookie	Name	Purpose
ASP.NET_SessionId	ASP.NET Session Cookie	This cookie remembers values from one page to another.
shop-basket-articlecount	Shop Basket Article Count	This cookie saves the item count in the shopping cart.
shop-basket-price	Shop Basket Price	This cookie saves the total shopping cart value.
u2	U2	This third party cookie tracks website usage.
CTCNTNM_	Porsche Cookie	This cookie tracks website usage.

Porsche Design

Cookie	Name	Purpose
_utma _utmb _utmc _utmz	Google Analytics	<p>These third party cookies are used to help optimise the website by allowing us to collect generic website usage statistics.</p> <p>You can view the Google privacy policy at: http://www.google.com/analytics/learn/privacy.html</p> <p>To opt out of Google Analytics cookies visit: https://tools.google.com/dlpage/gaoptout</p>
ASP.NET_SessionId	ASP.NET Session Cookie	This cookie records the server ID of the providing server.
SERVERID	ServerID Session Cookie	This cookie records the server ID of the providing Porsche server.
fe-typo-user	Fe Typo User	This cookie connects the server with the user and records user specific backend data such as orderID or basketID.
pShopCoupon	Shop Coupon	This cookie records and carries individual voucher codes with the session.

Porsche Experience Centre

Cookie	Name	Purpose
mdr_browser	MDR Browser	This cookie determines whether the browser is a mobile or desktop.
ASP.NET_SessionId	ASP.NET Session Cookie	This cookie remembers values from one page to another.
__g_u	Porsche Cookie	This cookie carries out performance and availability monitoring and load testing.
CTCNTNM_	Porsche Cookie	This cookie tracks website usage.

Porsche Experience Centre Online Shop

Cookie	Name	Purpose
mdr_browser	MDR Browser	This cookie determines whether the browser is a mobile or desktop.
ASP.NET_SessionId	ASP.NET Session Cookie	This cookie remembers values from one page to another.
shop-basket-articlecount	Shop Basket Article Count	This cookie saves the item count in the shopping cart.
shop-basket-price	Shop Basket Price	This third party cookie tracks website usage.

Porsche Range Experience

Cookie	Name	Purpose
_utma _utmb _utmc _utmz	Google Analytics	<p>These third party cookies are used to help optimise the website by allowing us to collect generic website usage statistics.</p> <p>You can view the Google privacy policy at: http://www.google.com/analytics/learn/privacy.html</p> <p>To opt out of Google Analytics cookies visit: https://tools.google.com/dlpage/gaoptout</p>
ASP.NET_SessionId	ASP.NET Session Cookie	This cookie is used to generate website content.

Inside Track

Cookie	Name	Purpose
_utma _utmb _utmc _utmz	Google Analytics	<p>These third party cookies are used to help optimise the website by allowing us to collect generic website usage statistics.</p> <p>You can view the Google privacy policy at: http://www.google.com/analytics/learn/privacy.html</p> <p>To opt out of Google Analytics cookies visit: https://tools.google.com/dlpage/gaoptout</p>
customerId	CustomerID	This cookie is used to generate website content.

Porsche GB Media

Cookie	Name	Purpose
_utma _utmb _utmc _utmz _utmv	Google Analytics	<p>These third party cookies are used to help optimise the website by allowing us to collect generic website usage statistics.</p> <p>You can view the Google privacy policy at: http://www.google.com/analytics/learn/privacy.html</p> <p>To opt out of Google Analytics cookies visit: https://tools.google.com/dlpage/gaoptout</p>

Porsche News Update

Cookie	Name	Purpose
_utma _utmb _utmc _utmz	Google Analytics	<p>These third party cookies are used to help optimise the website by allowing us to collect generic website usage statistics.</p> <p>You can view the Google privacy policy at: http://www.google.com/analytics/learn/privacy.html</p> <p>To opt out of Google Analytics cookies visit: https://tools.google.com/dlpage/gaoptout</p>
ASP.NET_SessionId	ASP.NET Session Cookie	This cookie is used to generate website content.

Porsche Origin

Cookie	Name	Purpose
orderList (orderList1, orderList2)	Porsche Cookie	This cookie allows users to personalise the main page content.
Drupal SESS	Drupal Cookie	This third party cookie stores information about the user's activities.
__utma __utmb __utmc __utmz	Google Analytics	<p>These third party cookies are used to help optimise the website by allowing us to collect generic website usage statistics.</p> <p>You can view the Google privacy policy at: http://www.google.com/analytics/learn/privacy.html</p> <p>To opt out of Google Analytics cookies visit: https://tools.google.com/dlpage/gaoptout</p>
has_js	Drupal Cookie	This third party cookie determines whether the user has enabled JavaScript in the browser.

Porsche Approved Buying Guide

Cookie	Name	Purpose
__utma __utmb __utmc __utmz	Google Analytics	<p>These third party cookies are used to help optimise the website by allowing us to collect generic website usage statistics.</p> <p>You can view the Google privacy policy at: http://www.google.com/analytics/learn/privacy.html</p> <p>To opt out of Google Analytics cookies visit: https://tools.google.com/dlpage/gaoptout</p>
pagb_sid	Session Cookie	This cookie is used to remember which vehicles have been added to the comparison list.

Disabling Porsche cookies

If you do not wish to receive cookies from our Websites you can use your browser to restrict, block or delete these. However, without cookies, you may not be able to take full advantage of all website features.

Third party cookies

Some of our Websites use third party devices to enhance your website experience such as You Tube, Facebook, Google Maps and Google Search Engines. You may be sent cookies by these websites and we suggest you check the third party websites for more information about the cookies they use.