

An introduction to cookies

Adhese uses cookies to support a number of Adhese ad-serving features. **Cookies** are small packets of data that a server sends to a browser's directories when a visitor opens a web page. When the visitor subsequently accesses the same website, the browser retrieves the cookie and returns it to the relevant server. The browser will only return a cookie to the server that sent it in the first place.

For user privacy concerning cookies, see [User privacy GDPR](#). More on the privacy policy of Adhese is available on [our website](#).

Adhese & cookies

Why does Adhese set cookies?

Adhese uses a single cookie, called `adhese2`, for data analysis and frequency capping. The `adhese2` cookie contains a unique value to identify a previous visitor but does not collect any personally identifiable information. This cookie enables publishers to keep track of, for example, the number of unique visitors and the number of times a specific ad has been served to a particular visitor.

In addition, Adhese uses cookies for behavioural targeting. For example, if you want to target visitors who have expressed an interest in sports, you can place a sports cookie in your visitor's browser.

How does Adhese set cookies?

The Adhese Ad Server sends a cookie to a browser when a visitor opens a web page of a publisher for the first time. More specifically, Adhese sends the `adhese2` cookie when it receives the first initial request from the browser.

