



# Diretriz de cookies

Um chamado "cookie" é um pequeno arquivo salvo no seu dispositivo. Em geral, utilizamos cookies para analisar o interesse pelo uso de nossos aplicativos e para melhorar sua facilidade de acesso.

Ao utilizar nosso aplicativo, você declara concordar com o uso de cookies. Você não pode, contudo, apagar cada cookie individual, como em cookies de páginas web. Só é possível remover totalmente todos os cookies ao desinstalar o aplicativo. Você pode desativar os cookies - de modo que não sejam mais coletados nem transmitidos dados - por meio da aba "Configurações", "Diagnóstico e uso".

## 1. Cookies de sessão

Enquanto você estiver ativo em nossos aplicativos, um cookie de sessão será criado temporariamente na memória do seu smartphone, no qual será armazenado um identificador de sessão para impedir que, por exemplo, você tenha que fazer login novamente caso acesse outro site. Cookies de sessão são apagados no logout ou perdem sua validade assim que a sessão expirar automaticamente.

## 2. Cookies permanentes ou de protocolo

Um cookie permanente ou de protocolo armazena um arquivo pelo período previsto na data de expiração. Com esses cookies, os aplicativos conseguem se lembrar das suas informações e configurações na sua próxima visita. Isso torna o acesso mais rápido e mais confortável, pois você não precisará, por exemplo, fazer novamente as configurações de usuário. Após a data de expiração o cookie será apagado automaticamente.

## 3. Cookies de terceiros

Cookies de terceiros vêm de outros fornecedores que não o operador do aplicativo. Eles podem ser usados, por exemplo, para coleta de informações para propaganda, conteúdos definidos pelo usuário e estatísticas de aplicativos.

## 4. Cookies Flash

Cookies Flash são salvos como elementos de dados se forem operados com Adobe Flash. Cookies Flash não têm limite de tempo.

### Os seguintes cookies são utilizados pelo We Connect Go:

Cookie name	Purpose	Storage period	Cookie type
vwconnect-yt-cookies	This cookie regulates, whether the cookie banner is displayed before the video.	1 year	Persistent or stored cookies
vwconnect-cookies-bar	This cookie regulates, whether the cookie banner is displayed.	1 year	Persistent or stored cookies
s_cc	The cookies determine whether cookies have been activated in the user's browser settings.	When the session ends	Session cookies
s_fid	The cookies are used to determine a unique visitor. The cookies are "Fallback cookies": if the "s_vi" cookies that are usually used are blocked, these are used instead.	2 years	Persistent or stored cookies



s_sq	The cookies save information about links that the user has previously clicked in the pages measured. This information is used to create a ClickMap. A ClickMap is an overview within Adobe Analytics. It shows the location of all user clicks on the page.	When the session ends	Session cookies
s_vi	The cookies are used to determine a unique visitor. An ID and timestamp are issued in order to achieve this. As a result, Adobe Analytics is able to identify a user when they next visit the site.	2 years	Persistent or stored cookies
s_depth	The cookies count the number of pages that users have opened during their visits. Every time users view a new page, this number increases by "1".	When the session ends	Session cookies
s_invisit	The cookies identify whether users are using the domain for the first time. This is noted in the cookie as TRUE or FALSE.	When the session ends	Session cookies
s_ppv	When customers leave the page, cookies save the percentage of the page that the user viewed. This is relevant for example on pages where it is possible for customers to scroll down ("Percent per page viewed").	When the session ends	Session cookies
s_tbm	The cookies identify the marketing channel which has brought users to the site. Paid ads on Google can be a marketing channel, for example.	30 minutes	Persistent or stored cookies
sc_appvn	The cookies save the number of visits per application. Every application that is measured within Adobe Analytics is given a tracking name. In this case the cookie receives the application name "We Connect Go".	2 years	Persistent or stored cookies
sc_cmdep	The cookies identify the combination of marketing channel and campaign. Paid ads on Google can be a marketing channel, for example. A campaign may be an advertising banner for Volkswagen AG on an external site.	When the session ends	Session cookies
sc_pCmp	The cookies identify the previous "Campaign Tracking Code". A "Campaign Tracking Code" is also provided, for example, when customers have reached the Volkswagen target page by clicking on a Volkswagen AG advertising banner on an external page.	7 days	Persistent or stored cookies



sc_c68	The cookies allocate a "Custom timestamp" to the visit. This records the date and time of the page visit. This enables the sequence of actions taken by anonymous users to be traced. The cookies are saved to visitors' computers once, at the beginning of each site visit.	When the session ends	Session cookies
sc_v0	The cookies save the current Campaign Tracking Code. An example of a campaign is clicking on a Volkswagen AG advertising banner on an external page.	When the session ends	Session cookies
sc_v44	The cookies save the content of the URL parameter "intcmp". "Intcmp" stands for an internal campaign (e.g. a teaser within a Volkswagen AG page).	When the session ends	Session cookies
sc_v49	The cookies save the content of the URL parameter "vanity". "Vanity" stands for a domain that is within Volkswagen AG but uses a different domain from volkswagen.de.	When the session ends	Session cookies
sc_ttc	The cookies show how much time was needed for the configuration of a desired vehicle in the configuration.	When the session ends	Session cookies
sc_prevpage	The cookies identify the page that users previously visited in the app ("previous page").	When the session ends	Session cookies
sc_prop32	The cookies identify the current application. "We Connect Go" is stored as an application in Adobe Analytics tracking.	When the session ends	Session cookies
sc_tsev	The cookies are used as a basis for calculating the length of the visit with the sc_tsv cookie.	When the session ends	Session cookies
sc_tsv	The cookies save the length of the visit on the website on the basis of information in the sc_tsev cookie.	When the session ends	Session cookies
sc_tsp	The cookies provide a current timestamp for customers' visits. Unlike sc_c68 cookies, these cookies are assigned at the beginning of each instance of a page being accessed so that the length of the page visit can be measured.	When the session ends	Session cookies
TrackingOptOut	The cookies show whether a visitor has deactivated tracking by Adobe Analytics.	2 years	Persistent or stored cookie