FORD'S COOKIE POLICY

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 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.

[Click here to manage your cookie preferences](#).

What is a Cookie?

Almost every website uses cookie technology. A cookie is a small file which a server downloads to your personal computer (PC) or mobile when you visit a website. When you next return to the site using the same device, your PC checks to see if it has a cookie that the website recognises. If it has such a cookie, it communicates with the website and enables the website to read the information held in that. This allows the site to recognise that the browser has been visited before and, in some cases, may alter the content shown to reflect this.

You can find more information about cookies at:

- **www.allaboutcookies.org**
- **www.youronlinechoices.eu**
- **www.google.co.uk/policies/technologies/cookies**

What Cookies do we use?

The cookies used on this website have been categorised below.

Category 1 – 'Strictly Necessary' Cookies

These cookies are essential in letting you move around the website and use its features, such as accessing secure areas of the website. Without these cookies, services you have asked for such as shopping baskets or e-billing, cannot be provided.

Strictly Necessary Cookies

Cookie	Cookie Description
ak_bmsc	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.
cookieBannerInteracted	Determine interaction with cookie banner on fordpro.com.
CookieConsentPolicy	Stores the user's cookie consent state for the current domain
cookiePreferences	Determination of cookie preference on fordpro.com. Source is the Ford team.
LSKey-c$CookieConsentPolicy	Determines whether the user has accepted the cookie consent box.
OptanonAlertBoxClosed	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a one year lifespan and contains no personal information.
OptanonConsent	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.
OptanonConsent	Determines whether the visitor has accepted the cookie consent box. This ensures that the cookie consent box will not be presented again upon re-entry.

Category 2- 'Performance' Cookies

These cookies collect information about how our visitors use the website. For example, it enables us to know which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information collected by these cookies is aggregated and therefore anonymous. It is only ever used to improve how our website works.

Performance Cookies

Cookie	Cookie Description
_dd_s	Registers the website's speed and performance. This function can be used in context with statistics and load-balancing.
dd_cookie_test_	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.
QuantumMetricSessionID	the session and user ids retrieved from the main QM Database to represent users
QuantumMetricUserID	the session and user ids retrieved from the main QM Database to represent users
qm-rc	A test cookie used for determining the value for qmd
AMCV	The AMCV cookie contains the Experience Cloud visitor ID or MID. The MID is stored in a key-value pair that follows this syntax, MCMID|<Experience Cloud ID>. The purpose of the AMCV cookie is to provide a unique identifier for each website visitor, which allows Adobe Analytics to track their behavior on the website over time. The AMCV cookie is set in the first-party domain of a browser. This means it is set in the domain of the site currently visited by a user. As such, ID service code and other Experience Cloud code libraries can read the MID stored in the AMCV cookie. However, because the AMCV cookie is set in the first-party domain, it cannot be used to track and identify users across different domains. Instead, the ID service relies on the organization ID and the demdex ID to return the correct MID when a site visitor navigates to a different domain.
AMCVS	The AMCVS cookie serves as a flag indicating that the session has been initialized. Its value is always 1 and discontinues when the session has ended.
s_cc	this cookie is set and read by the JavaScript code to determine if cookies are enabled (set to "True")
s_p_s_prop8	The s_p_s_prop8 cookie is a cookie used by Adobe Analytics, a web analytics tool that allows website owners to track and analyze user behavior on their website. The purpose of the s_p_s_prop8 cookie is to store a specific value related to the user's activity on the website. The specific value stored in the s_p_s_prop8 cookie can vary depending on the configuration chosen by the website owner. In general, it is used to store information that can help website owners understand how users are interacting with their website, such as which pages they are visiting or which products they are viewing.
s_suite	Used to collect the Adobe report suite ID relating to the site that the user is viewing.
s_sq	Used to collect information about the links clicked on by users for anonymous Adobe Analytics performance monitoring.
s_fid	Sets an anonymous fall-back unique visitor ID for the user where the Adobe s_vi cookie cannot be set due to 3rd party restrictions for Adobe Analytics performance monitoring.
v_starting	Used to indicate the start of a visit to capture where the user came from.
cs_mk_aa	This cookie is used for Adobe Analytics integration. Stores the value of the csMatchingKey which is a random number plus a timestamp in milliseconds.

Category 3 – 'Functionality' Cookies

These cookies allow the website to remember any choices you make. This could include your user name, language or the region you are in, and provide more enhanced, and personal features. For instance, a website may be able to provide you with local weather reports or traffic news by storing in a cookie the region in which you are currently located. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you've customised.

They may also be used to provide services you have asked for, such as watching a video or commenting on a blog. Information collected by these cookies collect may be anonymised and therefore cannot track your browsing activity on other websites.

Functionality Cookies

Cookie	Cookie Description
U	Necessary for the sign-up function on the website.
X-Salesforce-CHAT	Necessary for the functionality of the website's chat-box function.

Category 4: Targeting/advertising Cookies

These cookies are used to deliver adverts more relevant and suited to you and your interests. They're also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember what websites you have visited and this information is shared with other organisations such as advertisers. Quite often, targeting cookies will be linked to site functionality provided by the other organisation.

Web Beacons

Some of our Web pages may contain electronic images known as Web Beacons (sometimes known as clear gifs) that allow us to count then number of users who have visited these pages.

Web Beacons collect only limited information, these include a cookie number; the time and date of a page view, and a description of the page where the Web Beacon resides.

We may also carry Web Beacons that are placed by third party advertisers. These Beacons do not carry any personally identifiable information and are only used to track the level of effectiveness of a particular campaign.

Targeting/Advertising Cookies

Cookie	Provider	Description
_cs_nnnnnnnnnnnn	fordpro.ie	This is a session cookie. This is a pattern type cookie where a random 13-digit number is appended to the prefix _cs_.
aam_uuid	fordpro.ie	Used to assign a unique ID to a device so that Audience Manager can perform basic functions such as visitor identification, ID synchronization, segmentation, modelling and reporting for targeting purposes.
demdex	fordpro.ie	Used to assign a unique ID to a site visitor so that Audience Experience Cloud products can perform basic functions such as visitor identification, ID synchronization, segmentation, modelling and reporting. Only used for targeting purposes where user has opted into Targeting & Advertising cookies & primary Audience Manager cookies are collected in conjunction.
dpm	fordpro.ie	Used to record that a call from Adobe Audience Manager or the ID service is passing in data for synchronization or requesting an ID for targeting purposes.
ev_sync_dd	fordpro.ie	Third-party, ad exchange-specific cookie that syncs a users Adobe Experience Cloud ID with the partner ad exchange. It's created for new visitors and sends a synchronization request when it has expired.
ev_sync_yh	fordpro.ie	Third-party, ad exchange-specific cookie that syncs a users Adobe Experience Cloud ID with the partner ad exchange. It's created for new visitors and sends a synchronization request when it has expired.
dextp	fordpro.ie	Records the last time Audience Manager made a data synchronization call with data provider ID & timestamp for targeting purposes.
ev_sync_fs	fordpro.ie	Third-party, ad exchange-specific cookie that syncs a users Adobe Experience Cloud ID with the partner ad exchange. It's created for new visitors and sends a synchronization request when it has expired.
ev_sync_rc	fordpro.ie	Third-party, ad exchange-specific cookie that syncs a users Adobe Experience Cloud ID with the partner ad exchange. It's created for new visitors and sends a synchronization request when it has expired.
ev_sync_ox	fordpro.ie	Third-party, ad exchange-specific cookie that syncs a users Adobe Experience Cloud ID with the partner ad exchange. It's created for new visitors and sends a synchronization request when it has expired.
ev_sync_ix	fordpro.ie	Third-party, ad exchange-specific cookie that syncs a users Adobe Experience Cloud ID with the partner ad exchange. It's created for new visitors and sends a synchronization request when it has expired.
everest_session_v3	fordpro.ie	This cookie is used by Adobe and carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.

ev_sync_pm	fordpro.ie	Third-party, ad exchange-specific cookie that syncs a users Adobe Experience Cloud ID with the partner ad exchange. It's created for new visitors and sends a synchronization request when it has expired.
ev_sync_ax	fordpro.ie	Third-party, ad exchange-specific cookie that syncs a users Adobe Experience Cloud ID with the partner ad exchange. It's created for new visitors and sends a synchronization request when it has expired.
everest_g_v3	fordpro.ie	This cookie is used by Adobe and carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.
ev_sync_nx	fordpro.ie	Third-party, ad exchange-specific cookie that syncs a users Adobe Experience Cloud ID with the partner ad exchange. It's created for new visitors and sends a synchronization request when it has expired.
anj	AppNexus Xandr	Contains data denoting whether a cookie ID is synced with AppNexus Xandr partners which enables the ability to use data from outside the platform on the platform
icu	AppNexus Xandr	Used to select ads and limit the number of times a user sees a particular ad for the AppNexus Xandr platform
uids	AppNexus Xandr	Contains a base 64 encoded JSON object which contains external unique randomly-generated values that enable other Prebid Server demand partners to distinguish browsers and mobile devices. It is used the AppNexus Xandr Prebid Server demand partners to select advertisements for delivery by the Platform and to measure the performance of, and attribute payment for, those advertisements.
token	AppNexus Xandr	Used as a security measure containing a unique value only to verify the origin of opt-out requests for AppNexus Xandr
usersync	AppNexus Xandr	Contains data denoting whether a cookie ID is synced with AppNexus Xandr partners
bounce	AppNexus Xandr	Used by AppNexus Xandr to determines if a visitor leaves the website straight away for use in advertising targeting
sess	AppNexus Xandr	Used by AppNexus Xandr to test whether a browser is configured to accept cookies
uuid2	AppNexus Xandr	Contains a unique randomly-generated value that enables AppNexus Xandr to distinguish browsers and devices. It is matched against information - such as advertising interest segments and histories of ads shown in the browser or device - provided by clients or other third parties and is used to select more relevant advertisements for delivery, and to measure the performance of, and attribute payment for, those advertisements.
_fbp	Meta	Used by Meta to deliver, measure and improve the relevancy of their advertising and to deliver a series of advertisement products on Meta
ATN	Meta	Used by Meta to deliver, measure and improve the relevancy of their advertising and to deliver a series of advertisement products on Meta
fr	Meta	Used by Meta to deliver, measure and improve the relevancy of their advertising and to deliver a series of advertisement products on Meta
tr	Meta	Used by Meta to deliver, measure and improve the relevancy of their advertising and to deliver a series of advertisement products on Meta
AA003	Meta	Used by Meta to deliver, measure and improve the relevancy of their advertising and to deliver a series of advertisement products on Meta
atdmt.com	Meta	Used by Meta to deliver, measure and improve the relevancy of their advertising and to deliver a series of advertisement products on Meta

NID	Google	Used to store preferences in a unique Google ID to remember your information, such as your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on. These preferences can be used for optimised &/or personalised advertising on Google networks
AID	Google	Used for targeting purposes to store Google IDs so that your activity can be linked across devices (if you've previously signed in to your Google Account on another device), in order to show relevant & personalised advertising across all devices
DSID	Google	Used for targeting purposes to store Google IDs so that your activity can be linked across devices (if you've previously signed in to your Google Account on another device), in order to show relevant & personalised advertising across all devices
TAID	Google	Used for targeting purposes to store Google IDs so that your activity can be linked across devices (if you've previously signed in to your Google Account on another device), in order to show relevant & personalised advertising across all devices
DV	Google	Used for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised advertising
CONSENT	Google	Used to store Google Network advertising preferences for use in targeted advertising
HSID	Google	Used for security purposes to store digitally signed and encrypted records of a user's Google account ID and most recent sign-in time which allows Google to authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorised parties. This can also be used for targeting purposes to show relevant & personalised ad content
__Secure-HSID	Google	Used for security purposes to store digitally signed and encrypted records of a user's Google account ID and most recent sign-in time which allows Google to authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorised parties. This can also be used for targeting purposes to show relevant & personalised ad content
SID	Google	Used for security purposes to store digitally signed and encrypted records of a user's Google account ID and most recent sign-in time which allows Google to authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorised parties. This can also be used for targeting purposes to show relevant & personalised ad content
test_cookie	Google	Used by Google to check if your browser supports cookies.
_gcl_au	Google	Used to monitor how many times people who click on ads end up taking an action on the site (e.g. making a purchase) to allow Google advertising to determine that you clicked an ad and later visited the site. Not used by Google for personalised ad targeting and persists for a limited time only
pagead/1p-conversion/#	Google	Used for targeting & performance purposes. Data is used for reporting, search query reports for optimisation purposes & time of day optimisations
pagead/1p-user-list/#	Google	Used for targeting purposes. Audience lists are built based on user interaction of pages on the website. Data is used for search optimisation and as seeds for similar audience lists both to improve performance of media spend.
SIDCC	Google	Used to store information about how you use the website and any advertising that you may have seen before visiting this website, in addition to being used to help customise advertising on Google properties by remembering your most recent searches, your previous interactions with an advertiser's ads or search results and your visits to an advertisers website.
SSID	Google	Used to store information about how you use the website and any advertising that you may have seen before visiting this website, in addition to being used to help customise advertising on Google properties by remembering your most recent searches, your previous interactions with an advertiser's ads or search results and your visits to an advertisers website.

__Secure-SSID	Google	Used to store information about how you use the website and any advertising that you may have seen before visiting this website, in addition to being used to help customise advertising on Google properties by remembering your most recent searches, your previous interactions with an advertiser's ads or search results and your visits to an advertisers website.
1P_JAR	Google	Used to store information about how you use the website and any advertising that you may have seen before visiting this website, in addition to being used to help customise advertising on Google properties by remembering your most recent searches, your previous interactions with an advertiser's ads or search results and your visits to an advertisers website.
ANID	Google	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising
IDE	Google	Used for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised advertising
FLC	Google	Used by Google AdSense DoubleClick to limit the frequency of advertisements so that the user does not see the same advertisement repeatedly. This cookie expires when the session ends.
APISID	Google	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising
SAPISID	Google	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising
__Secure-APISID	Google	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising
__Secure-3PAPISID	Google	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising
__Secure-3PSID	Google	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising
mt_mop	Google (MediaMath)	Used for targeting purposes to optimise ad relevance by utilising visitor data from multiple websites provided by the MediaMath ad-exchanage and Google
uuid	Google (MediaMath)	Used for targeting purposes to optimise ad relevance by utilising visitor data from multiple websites provided by the MediaMath ad-exchanage and Google
uuidc	Google (MediaMath)	Used for targeting purposes to optimise ad relevance by utilising visitor data from multiple websites provided by the MediaMath ad-exchanage and Google
bcookie	Linkedin	Used to store a browser ID cookie for LinkedIn Advertising & Targeting purposes
BizoData	Linkedin	Used for LinkedIn Insight analytics for reporting & personalisation of advertising
BizoID	Linkedin	Used for LinkedIn Insight analytics for reporting & personalisation of advertising
BizoNetworkPartnerIndex	Linkedin	Used for LinkedIn Insight analytics for reporting & personalisation of advertising
BizoUserMatchHistory	Linkedin	Used for LinkedIn Insight analytics for reporting & personalisation of advertising

bscookie	Linkedin	Used to store a secure browser ID cookie for LinkedIn Advertising & Targeting purposes
L1c	Linkedin	Used to store a browser ID cookie for LinkedIn Advertising & Targeting purposes
lang	Linkedin	Used to remeber the users selected language version of the Ford website to potentially serve up content from LinkedIn advertising or pugins such as the share button in the stored language
lidc	Linkedin	Used for routing from LinkedIn Share buttons & advertising services
UserMatchHistory	Linkedin	Used for LinkedIn Insight analytics for reporting & personalisation of advertising. Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.
DV	Google	Used for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised advertising
UULE	Google	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising
.DDMMUI-PROFILE	Google	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising
XSRF-TOKEN	Google	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising
lissc	LinkedIn	Used for routing from LinkedIn Share buttons & advertising services
fcookie	LinkedIn	Used to store a secure browser ID cookie for LinkedIn Advertising & Targeting purposes
pixie	AppNexus Xandr	Contains data denoting whether a cookie ID is synced with AppNexus Xandr partners which enables the ability to use data from outside the platform on the platform
RUL	Google	Used by Google DoubleClick to determine whether advertisements have been properly displayed to ensure marketing efforts are more efficient.
AnalyticsSyncHistory	Linkedin	Used by LinkedIn to store timestamp information for last sync with the lms_analytics cookie
G_ENABLED_IDPS	Linkedin	Cookie used by LinkedIn for Google Single Sign On

Controlling and Deleting Cookies

If you would like 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 every 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 or alternatively, you can visit **http://www.aboutcookies.org** which explains, step-by-step, how to control and delete cookies in most browsers.