

## Škoda Australia Cookies used on our websites

This website page is to be viewed in conjunction with the Škoda Australia Cookie Policy, Version 1.1, last updated 11<sup>th</sup> June, 2026, and lists the specific cookies, host names, cookie purpose and a description of the cookie functionality, and the validity (or expiration period) of each specific cookie for Škoda Australia websites (“our Websites”) which are operated by Volkswagen Group Australia Pty Ltd (ABN 14 093 117 876).

‘Our Websites’ refer to <https://www.skoda.com.au> (brand, news, and product information website), and <https://cc.skoda-auto.com/aus/en-AU> (car configurator application)

**The list of cookies assorted by purposes for Skoda.com.au include:**

Cookie Purpose	Cookie Name	Third-Party Hosts of Cookies	Cookie Purpose and Description	Validity / Expiration Period
Necessary cookies	OptanonConsent	OneTrust	This cookie stores information on whether the Website visitor has given consent or not.	1 year
Necessary cookies	OptanonAlertBoxClosed	OneTrust	When consent is given or necessary user interaction is given per configuration, this cookie is set and the cookie banner is not displayed to the user anymore.	1 year
Necessary cookies	opt_sync	Skoda-Auto.a.s	The cookie indicates whether the information about user’s cookie consent state should be synchronized across the Websites at the next opportunity or not.	1 year
Necessary cookies	aid	Skoda-Auto.a.s	This cookie synchronizes the user’s cookie consent across Websites.	1 year
Necessary cookies	004	Skoda-Auto.a.s	This cookie synchronizes the user’s cookie consent across Websites.	Session

Necessary cookies	laura-user-session-store.userId	Google (Cloud Platform)	Unique anonymous identifier used to distinguish the user and link conversation data between visits	12 months or until cleared by user
Necessary cookies	laura-user-session-store. lastVisit	Google (Cloud Platform)	ISO timestamp of most recent visit. Determines whether the last conversation is still valid (< 24 h) or a new one should start	12 months or until cleared by user
Necessary cookies	laura-user-session-store. activeConversation.id	Google (Cloud Platform)	Identifier of the conversation currently being streamed via WebSocket. Used to resume the same thread after refresh within 24 hours.	1 day
Necessary cookies	laura-user-session-store. activeConversation.created	Google (Cloud Platform)	Timestamp when the active conversation started; defines start of 24-hour validity period	1 day
Necessary cookies	laura-user-session-store. conversations[]	Google (Cloud Platform)	List of historical conversation headers (IDs + timestamps) shown in Conversation History. No message content stored locally	12 months or until cleared by user
Necessary cookies	laura-user-session-store. visitType	Google (Cloud Platform)	User state flag (first-time, returning) affecting welcome and suggestion logic	12 months or until cleared by user
Necessary cookies	laura-user-interface-store. entryPointAnimationDelay	Google (Cloud Platform)	UI preference controlling delay before showing Laura entry point	12 months or until cleared by user
Analytics	_ga	Google, Inc.	The cookie used to distinguish individual users.	13 months
Analytics	_ga_XXXXXXXXXX	Google, Inc.	The cookie used to persist the session state.	13 months
Analytics	_gid	Google, Inc.	This cookie is used to store and count pageviews.	1 day
Personalised content / Personalised offers	mbox	Adobe	This cookie stores anonymous identifiers about the visitor and	13 months

			session to manage the Adobe Target activities.	
Personalised content / Personalised offers	at_check	Adobe	Temporary cookie to check if the cookie read/write capability is enabled on the browser.	Session
Personalised content / Personalised offers	_fbp	Meta	The cookie is used to distinguish and keep track of unique users.	3 months
Functions and preferences	mid	Meta	This is an Instagram cookie that enables social media functionality within the site.	1 year
Analytics	GA4_ga_XXXXXXXXXX	Google, Inc.	To identify unique users, GA4 sets a cookie named _ga. This cookie is created when a user first visits a website and assigns a unique identifier. This identifier is essential for tracking the user's future visits, allowing website owners to understand repeated interactions on their site.	13 months
Personalised content / Personalised offers	_gcl_au	Google, Inc.	The cookie is used for storing the campaign parameters.	3 months
Personalised content / Personalised offers	_uetsid	Microsoft	This cookie is used by Microsoft Bing to store and track visits across websites.	1 year
Personalised content / Personalised offers	_uetvid	Microsoft	This cookie is used by Microsoft Bing to store and track visits across websites.	13 months
Personalised content / Personalised offers	tfpsi	Teads	Allows correlating all events of a user to form a session to help Teads improve website session metrics.	30 minutes
Personalised content /	ABDEF, ACLUSR, ANIMIA, BFB, MSPTC, SRCHD, SRCHHPGUSR,	Microsoft	These cookies are used by Microsoft to identify unique	13 months

Personalised offers	SRCHUID, SRCHUSR, USRLOC, _EDGE_V,		users and their behaviour for analytics.	
Personalised content / Personalised offers	ACL, OID, OIDI, OADR,	Microsoft	These cookies are used by Microsoft to identify unique users and their behaviour for analytics.	13 months
Personalised content / Personalised offers	SRCHS,	Microsoft	These cookies are used by Microsoft to identify unique users and their behaviour for analytics.	When the browser session expires
Personalised content / Personalised offers	_EDGE_S, _Rwho, _SS, dsc, ipv6	Microsoft	These cookies are used by Microsoft to identify unique users and their behaviour for analytics.	When the browsing session ends
Personalised content / Personalised offers	_RwBf	Microsoft	These cookies are used by Microsoft to identify unique users and their behaviour for analytics.	13 months
Analytics	_clck	Microsoft	These cookies are used by Microsoft Clarity to match user ID and preferences, unique to how the user used the site and attribute them to the same user ID.	13 months
Analytics	_clsk	Microsoft	These cookies are used by Microsoft Clarity to connect multiple page views by a user into a single Clarity session recording.	13 months
Analytics	CLID	Microsoft	These cookies are used by Microsoft Clarity to identify the first-time Clarity sees a user on the website.	13 months
Analytics	MUID	Microsoft	Identifies unique web browsers visiting Microsoft sites. These cookies are used for advertising, site analytics, and other operational purposes. MUID cookies record visits across various sites without identifying who YOU personally	13 months

			are. Instead, the cookie creates an anonymous profile based on browsing habits for better ad targeting.	
Analytics	ANONCHK	Microsoft	These cookies are used by Microsoft Clarity to indicate whether MUID is transferred to ANID, a cookie used for advertising. Clarity doesn't use ANID and so this is always set to 0.	13 months
Analytics	MR	Microsoft	These cookies are used by Microsoft Clarity to indicate whether to refresh MUID.	13 months
Analytics	SM	Microsoft	These cookies are used by Microsoft Clarity in synchronizing the MUID across Microsoft domains.	13 months
Personalised content / Personalised offers	receive-cookie-deprecation	Google, Inc.  (Google Marketing Platform)	Supports opt-in server side testing by Google ad serving for information on how systems perform if cookies were not to be used.	6 months
Personalised content / Personalised offers	receive-cookie-deprecation	Taboola	Supports opt-in server side testing by Tablooa ad serving for information on how systems perform if cookies were not to be used.	When the browsing session ends
Personalised content / Personalised offers	t_pt_gid	Taboola	Assigns a unique User ID that Taboola uses for attribution and reporting purposes, and to tailor recommendations to this specific user.	1 year

The list of cookies assorted by purposes for Skoda-auto.com include:

Cookie Purpose	Cookie Name	Third-Party Hosts of Cookies	Cookie Purpose and Description	Validity / Expiration Period
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<b>Necessary cookies</b>	JSESSIONID	Adobe	Stores session counts to optimise website performance.	1 day
<b>Analytics</b>	_hjAbsoluteSessionInProgress	HotJar	Detects the first page view session of a user.	30 minutes
<b>Analytics</b>	_hjSession_	HotJar	Stores the current session data.	30 minutes
<b>Analytics</b>	_hjFirstSeen	HotJar	Identifies a new user's first session.	30 minutes
<b>Analytics</b>	_hjIncludedInSessionSample_	HotJar	Determines if a user is included in the data sampling defined by the site's daily session limit.	2 minutes, extended every 30 seconds
<b>Analytics</b>	_hjSessionUser_	HotJar	The cookie persists the Hotjar User ID which is unique to that site and is set when a user first lands on a page. Hotjar does not track users across different sites.	1 year
<b>Analytics</b>	ajs_anonymous_id	HotJar	The cookie used by HotJar for analytical purposes.	5 months
<b>Analytics</b>	_gid	Google, Inc.	This cookie is used to store and count pageviews.	1 day
<b>Functions and preferences</b>	mid	Meta	This is an Instagram cookie that enables social media functionality within the site.	1 year
<b>Personalised content / Personalised offers</b>	_fbp	Meta	The cookie is used to distinguish and keep track of unique users.	3 months
<b>Personalised content / Personalised offers</b>	_gcl_au	Google, Inc.	The cookie is used for storing the campaign parameters.	3 months

Personalised content / Personalised offers	mbox	Adobe	This cookie stores anonymous identifiers about the visitor and session to manage the Adobe Target activities.	13 months
Personalised content / Personalised offers	at_check	Adobe	Temporary cookie to check if the cookie read/write capability is enabled on the browser.	When the browsing session ends
Analytics	GA4_ga	Google, Inc.	The cookie is used to distinguish individual users.	13 months
Analytics	GA4_ga_XXXXXXXXXX	Google, Inc.	The cookie is used to provide information about user's actions taken within a period of time (timestamp of when a session began)	13 months
Personalised content / Personalised offers	_uetsid	Microsoft (Bing)	Used to store and track visits across websites.	1 day
Personalised content / Personalised offers	_uetvid	Microsoft (Bing)	This cookie is used by Bing Ads to store and track visits across websites.	13 months
Personalised content / Personalised offers	at_check	Adobe	Temporary cookie to check if the cookie read/write capability is enabled on the browser.	When the browsing session ends
Necessary cookies	dtCookie	Dynatrace	Tracks a visit across multiple requests.	When the browsing session ends
Necessary cookies	dtPC	Dynatrace	Required to identify proper endpoints for beacon transmission; includes session ID for correlation.	When the browsing session ends

Necessary cookies	dtSa	Dynatrace	Used to save user action names, such as Click on Login, across different pages. This is required because page loads result in JavaScript code restart, so all contextual information must be stored in cookies.	When the browsing session ends
Necessary cookies	rxVisitor	Dynatrace	Contains the visitor ID to correlate sessions.	When the browsing session ends  Or, permanent if 'Use persistent cookies for user tracking' option is turned on within browser settings.
Necessary cookies	rxvt	Dynatrace	Specifies the session timeout.	When the browsing session ends
Personalised content / Personalised offers	ABDEF, ACLUSR, ANIMIA, BFB, MSPTC, MUID, SRCHD, SRCHHPGUSR, SRCHUID, SRCHUSR, USRLOC, _EDGE_V,	Microsoft	These cookies are used by Microsoft to identify unique users and their behaviour for analytics.	13 months
Personalised content / Personalised offers	ACL, OID, OIDI, OADR,	Microsoft	These cookies are used by Microsoft to identify unique users and their behaviour for analytics.	13 months
Personalised content / Personalised offers	SRCHS	Microsoft	These cookies are used by Microsoft to identify unique users and their behaviour for analytics.	When the browser session expires
Personalised content /	_EDGE_S, _Rwho, _SS, dsc, ipv6	Microsoft	These cookies are used by Microsoft to identify unique users	When the browsing

Personalised offers			and their behaviour for analytics.	session ends
Personalised content / Personalised offers	_RwBf	Microsoft	These cookies are used by Microsoft to identify unique users and their behaviour for analytics.	13 months
Personalised content / Personalised offers	receive-cookie-deprecation	Google, Inc.  (Google Marketing Platform)	Supports opt-in server side testing by Google ad serving for information on how systems perform if cookies were not to be used.	6 months
Personalised content / Personalised offers	receive-cookie-deprecation	Taboola	Supports opt-in server side testing by Tablooa ad serving for information on how systems perform if cookies were not to be used.	When the browsing session ends
Personalised content / Personalised offers	t_pt_gid	Taboola	Assigns a unique User ID that Taboola uses for attribution and reporting purposes, and to tailor recommendations to this specific user.	1 year
Necessary cookies	OptanonAlertBoxClosed	OneTrust	When consent is given or necessary user interaction is given per configuration, this first party cookie is set and the cookie banner is not displayed to the user anymore.	1 year
Necessary cookies	OptanonConsent	OneTrust	This cookie stores information whether the Website visitor has given consent or not.	1 year
Necessary cookies	_aid	Skoda-Auto.a.s	This cookie synchronizes the user's cookie consent across Websites.	1 year
Necessary cookies	opt_sync	Skoda-Auto.a.s	The cookie indicates whether the information about user's cookie consent state should be synchronized across the	1 year

			<b>Websites at the next opportunity or not.</b>	
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