

Wayfair Cookies and Cookie Categories

Wayfair utilises cookies for such features as providing basic website functionality, storing preferences, and offering a tailored experience. Cookies are defined by category as shown below.

Cookie Types & Descriptions

- **Necessary:** These cookies are necessary for you to interact with Wayfair.co.uk's basic features. For example, they allow you to navigate the site, securely access important areas like your shopping cart, and more. Also, necessary cookies are used to maintain the website's security features.
- **Customer Preferences:** These cookies help us remember your actions so your site experience is tailored to your unique needs. This is how the site remembers items you viewed recently and makes certain interactions faster, like search. These cookies are also needed to preserve your preferences.
- **Analytics:** These cookies send data to Wayfair for the purpose of analysing customer behaviour so we can learn from your interactions to improve site experience for everyone. For instance, this data helps us better understand how users are finding information and which areas of the site are most helpful. This way we can evaluate site performance and functionality to continuously develop, customise, and improve our services and offerings.
- **Advertising:** These cookies are needed to enable that Wayfair advertisements published on our partners' websites can be tailored to your personal interests. These cookies track your browsing habits so that the advertisements you see are relevant to your needs.

In the below table, you can find details on cookies used by Wayfair including name, description, third party provider (where applicable), and duration.

Name	Category	Description	Domain	Duration
__pxvid	Necessary	Used for browser detection, which helps us to identify malicious bots on our site.	wayfair.co.uk; wayfair.de	1 year

		(PerimeterX)		
__ssid	Necessary	Used for fraud detection and prevention. This identifies unique visitors. (Sift Science)	wayfair.co.uk; wayfair.de	
__stripe_mid	Necessary	Used to execute credit card payments and detect and prevent fraud. The cookie remembers the user in order to enable the processing of payments without the need for the website to collect or store credit card information. (Stripe)	wayfair.co.uk; wayfair.de	1 year
__stripe_sid	Necessary	Used to execute credit card payments and detect and prevent fraud. The cookie remembers the user in order to enable the processing of payments without the need for the website to collect or store credit card information. (Stripe)	wayfair.co.uk; wayfair.de	30 minutes
_px	Necessary	Used to maintain a PerimeterX session, which helps us to identify malicious bots on our site. (PerimeterX)	wayfair.co.uk; wayfair.de	2 days
_px_8682784832_cs	Necessary	Used for detecting malicious requests to web pages and API endpoints on our web sites and services to prevent abuse (e.g. hijacking the user session or improperly redirecting to false page and scripts) and improve the security of the user experience. (PerimeterX)	wayfair.co.uk; wayfair.de	30 minutes
_px_f394gi7Fvmc43dfg_user_id	Necessary	Used for detecting malicious requests to web pages and API endpoints on our web sites and services to prevent abuse (e.g. hijacking the user session or improperly redirecting to false page and scripts) and improve the security of the user experience. (PerimeterX)	wayfair.co.uk; wayfair.de	2 days

_px3	Necessary	Used to maintain a PerimeterX session, which helps us to identify malicious bots on our site. (PerimeterX)	wayfair.co.uk; wayfair.de	2 days
_pxCaptcha	Necessary	Determines whether to serve the PerimeterX reCAPTCHA, which helps us to identify malicious bots on our site. (PerimeterX)	wayfair.co.uk; wayfair.de	
_pxff_cc	Necessary	Used to flag features for browser detection, which helps us to identify malicious bots on our site. This does not contain user-specific data. (PerimeterX)	wayfair.co.uk; wayfair.de	1 day
_pxff_fp	Necessary	Used to flag features for browser detection, which helps us to identify malicious bots on our site. This does not contain user-specific data. (PerimeterX)	wayfair.co.uk; wayfair.de	1 day
_pxff_idp_c	Necessary	Used for browser detection, which helps us to identify malicious bots on our site. (PerimeterX)	wayfair.co.uk; wayfair.de	1 year
_pxff_rf	Necessary	Used to flag features for browser detection, which helps us to identify malicious bots on our site. This does not contain user-specific data. (PerimeterX)	wayfair.co.uk; wayfair.de	1 day
_pxff_tm	Necessary	Used to flag features for browser detection, which helps us to identify malicious bots on our site. This does not contain user-specific data. (PerimeterX)	wayfair.co.uk; wayfair.de	1 day
_pxhd	Necessary	Used for server-side bot detection, which helps us to identify malicious bots on our site. (PerimeterX)	wayfair.co.uk; wayfair.de	1 year
_pxvid	Necessary	Used for browser detection, which helps us to identify malicious bots on our site. (PerimeterX)	wayfair.co.uk; wayfair.de	1 year

app_info	Necessary	Used on Android to work around a problem with persistent login. If this cookie were not set, it would cause Android users to have to repeatedly log in to their Wayfair accounts.	wayfair.co.uk; wayfair.de	1 day
AppInterstitial	Necessary	Used to save the last time the app interstitial was shown to ensure it is not shown to a user more than once every 72 hours.	wayfair.co.uk; wayfair.de	3 days
canary	Necessary	Used to expose a smaller subset of users to newer versions of the site so that fewer users experience bugs that would otherwise affect all users.	wayfair.co.uk; wayfair.de	Maximum based on browser settings
cc_post_exp	Necessary	Monitors whether invalid cookies are present that need to be expired.	wayfair.co.uk; wayfair.de	7 days
cc_pref_on	Necessary	Used to help determine if cookie filtering is enabled for the current user.	wayfair.co.uk; wayfair.de	1 year
cc_silent_test_enabled	Necessary	Used to help determine if the current user is included in the cookie filtering "silent test." We use this to help us verify that our cookie filtering is working as expected.	wayfair.co.uk; wayfair.de	8 hours
ClickLocation	Necessary	Used to determine where a user clicks on the website in order to understand and troubleshoot navigation on the site.	wayfair.co.uk; wayfair.de	1 second
ClickLocationMetadata	Necessary	Used to determine additional details about the user's click on the website to understand and troubleshoot navigation on the site.	wayfair.co.uk; wayfair.de	1 second
CookiesPolicy	Necessary	Used to determine if we show a version of our cookie banner for	wayfair.co.uk; wayfair.de	3650 days

		non-European site visitors.		
CSN	Necessary	Remembers a postal code provided by the user on the website in order to present the respective availability and delivery information to that user.	wayfair.co.uk; wayfair.de	Maximum based on browser settings
CSN_CSRF	Necessary	Used to protect against CSRF attacks. Without this cookie, the site will not accept requests to perform certain actions (e.g. login and account edit).	wayfair.co.uk; wayfair.de	Session
CSN_CT	Necessary	Set to ensure a user is not automatically logged out after a 20-minute logged in period expires. If this cookie were not set, users could potentially be logged out mid-session.	wayfair.co.uk; wayfair.de	Maximum based on browser settings
csn_redir_caidd	Necessary	Set to avoid an infinite redirect loop, which would ultimately end with a page timing out entirely. After the user is redirected, the cookie is deleted.	wayfair.co.uk; wayfair.de	Deleted immediately after redirect
csn_redir_gc	Necessary	Set to prevent a redirect loop when redirecting users to the gift cards landing page.	wayfair.co.uk; wayfair.de	10 minutes
CSNADA	Necessary	Used to help authenticate users and convey the user's authentication level. Without this cookie, we don't have the ability to recognize a user's log in state, and the user would not be able to check out on site.	wayfair.co.uk; wayfair.de	30 days
CSNBrief	Necessary	Holds information on user's geographic preferences so the website can land them on the right store. It also caches details on the website for site performance optimization and prevents malicious site attacks.	wayfair.co.uk; wayfair.de	Maximum based on browser settings

CSNID	Necessary	A user identifier that ensures that users can use the shopping cart, lists, registries, my account and other features without being forced to log in repeatedly.	wayfair.co.uk; wayfair.de	Maximum based on browser settings
CSNUtId	Necessary	Set as a device identifier used to identify the user device across sessions. Used to enhance the user experience by preventing one time features like modal messages from showing on every page. Also used to identify non-human activity on our properties and potential malicious actors or bots to improve overall site security.	wayfair.co.uk; wayfair.de	Maximum based on browser settings
CustomerPortal.SurveyCompleted	Necessary	Determines whether a user has been provided with a delivery survey in order to suppress repeated requests for participation.	wayfair.co.uk; wayfair.de	Session
device_id	Necessary	Set as a device identifier used to identify the user device across sessions. Used to enhance the user experience by preventing one time features like modal messages from showing on every page. Also used to identify non-human activity on our properties and potential malicious actors or bots, to improve overall site security.	wayfair.co.uk; wayfair.de	
exCSNUtId	Necessary	Used to identify the user device across sessions. Used to enhance the user experience by preventing one time features like modal messages from showing on every page. Also used to identify non-human activity on our properties and potential malicious actors or bots and to improve overall site	wayfair.co.uk; wayfair.de	Maximum based on browser settings

		security.		
exit_intent_modal_desktop_shown_count	Necessary	Remembers a user's choice to dismiss a Newsletter desktop pop up in order to limit the number of times it's shown to them.	wayfair.co.uk; wayfair.de	1 day
exit_intent_modal_mobile_shown	Necessary	Remembers a user's choice to dismiss a Newsletter mobile pop up in order to limit the number of times it's shown to them.	wayfair.co.uk; wayfair.de	1 day
EXITINTENT_MODAL_nooptinHardClosed	Necessary	Remembers a user's choice to dismiss a Newsletter pop up by clicking anywhere on the website in order to suppress the pop up on future visits.	wayfair.co.uk; wayfair.de	30 days
EXITINTENT_MODAL_nooptinSoftClosed	Necessary	Remembers a user's choice to dismiss a Newsletter pop up by clicking anywhere on the website in order to suppress the pop up on future visits.	wayfair.co.uk; wayfair.de	3 days
featureDetect	Necessary	Used to determine features of the device the user is on (i.e. screen size, isTouch, is a phone / tablet / desktop) to display the device-specific features appropriately.	wayfair.co.uk; wayfair.de	Session
forcelogging	Necessary	We utilize logging onsite to be able to record how are systems are functioning to enable debugging. This cookie controls what and what volume of data is sent to our logging systems. When debugging a page, there are many additional server requests that are made besides the main page load and request. Without this cookie, we wouldn't have a reliable way to ensure we were capturing the data from those requests.	wayfair.co.uk; wayfair.de	1 hour
g_state	Necessary	Remembers a user's choice to	wayfair.co.uk;	

		use, dismiss or ignore the option to log into their Wayfair Account via Google 1-tap in order to determine whether to present that login functionality in the future. (Google)	wayfair.de	
GatewayContinue	Necessary	Remembers a user's choice to dismiss a Newsletter pop up in order to limit the number of times it's shown to them.	wayfair.co.uk; wayfair.de	1 day
GatewayDismiss	Necessary	Remembers a user's choice to dismiss a Newsletter pop up in order to limit the number of times it's shown to them.	wayfair.co.uk; wayfair.de	1 day
hideGoogleYolo	Necessary	Remembers a user's choice to use, dismiss or ignore the option to log into their Wayfair Account via Google 1-tap in order to determine whether to present that login functionality in the future.	wayfair.co.uk; wayfair.de	1 day
i18nPrefs	Necessary	Used to determine customer localization preferences such as language, currency formatting and time formatting. Without this cookie, underlying systems would not be able to accurately determine current language on the Wayfair sites.	wayfair.co.uk; wayfair.de	1 year
ibb	Necessary	Used to identify issues with Wayfair-owned domains or pages being unable to load in the browser. Typically caused by javascript being disabled or a page / domain being blocked by an adblocker.	wayfair.co.uk; wayfair.de	1 day
klarna-shopping-browser-session-id	Necessary	Used to execute credit card payments and detect and prevent fraud. The cookie remembers the user in order to enable the processing of payments without the need for	wayfair.co.uk; wayfair.de	

		the website to collect or store credit card information. (Klarna)		
lastRskxRun	Necessary	Used for fraud detection and prevention. This contains internal flags/timestamps used by the Riskified beacon to throttle beacon readings in case of massive amounts of beacon readings and doesn't contain any information about the user. (Riskified)	wayfair.co.uk; wayfair.de	
LowIntentModal_nooptinHardClosed	Necessary	Remembers a user's choice to dismiss a Newsletter pop up by clicking the "x" in order to suppress the pop up on future visits.	wayfair.co.uk; wayfair.de	30 days
LowIntentModal_nooptinSoftClosed	Necessary	Remembers a user's choice to dismiss a Newsletter pop up by clicking anywhere on the website in order to suppress the pop up on future visits.	wayfair.co.uk; wayfair.de	3 days
LowIntentModalHardClosed	Necessary	Remembers a user's choice to dismiss a Newsletter pop up by clicking the "x" in order to suppress the pop up on future visits.	wayfair.co.uk; wayfair.de	30 days
LowIntentModalSoftClosed	Necessary	Remembers a user's choice to dismiss a Newsletter pop up by clicking anywhere on the website in order to suppress the pop up on future visits.	wayfair.co.uk; wayfair.de	3 days
otx	Necessary	Used to determine the previous website page viewed by a user in order to understand and troubleshoot navigation on the site.	wayfair.co.uk; wayfair.de	90 seconds
rCookie	Necessary	Used for fraud detection and prevention. This is a unique browser identifier, is used in Riskified's linking features, and helps analyze fraud patterns. (Riskified)	wayfair.co.uk; wayfair.de	

rskxRunCookie	Necessary	Used for fraud detection and prevention. This contains internal flags/timestamps used by the Riskified beacon to throttle beacon readings in case of massive amounts of beacon readings and doesn't contain any information about the user. (Riskified)	wayfair.co.uk; wayfair.de	
Scribe	Necessary	Used to determine where a user clicks on the website in order to understand and troubleshoot navigation on the site.	wayfair.co.uk; wayfair.de	1 second
serverUAInfo	Necessary	Used to determine browser-specific attributes and device-specific attributes in order to best optimize the site for that device (e.g. if the device has touch capabilities, then enable touch features; if the device has a small screen size, adopt the layout of the page).	wayfair.co.uk; wayfair.de	Session
SFSID	Necessary	Provides a user with a consistent experience over multiple page visits (e.g. without that cookie, items in a user's cart would disappear when browsing to the next page of the website). It is also used for security application (e.g. to prevent malicious sites from submitting unauthorized requests on a user's behalf).	wayfair.co.uk; wayfair.de	Session
user_cookie_prefs	Necessary	Saves a user's cookie filtering preferences. It specifies each type of cookie (Customer Preferences, Analytics, Advertising) that the user permits and we use this information to control how we filter other cookies.	wayfair.co.uk; wayfair.de	Maximum based on browser settings
vid	Necessary	Identifies whether the user's activity should be considered a	wayfair.co.uk; wayfair.de	200 minutes

		new session or part of an existing session.		
waychatShouldChatHeadFollowCustomer	Necessary	Ensures that after a user initiates a chat conversation, the chat modal will follow them as they navigate the site, until they end the conversation. Without this cookie, the chat modal could disappear mid-conversation, leaving the user without a resolution to their problem and requiring them to contact our customer service team again.	wayfair.co.uk; wayfair.de	3 hours
waychatShouldInitializeVA	Necessary	Guarantees customer chats are routed to the appropriate channel.	wayfair.co.uk; wayfair.de	3 hours
WFCS	Necessary	Remembers the datacenter where the user's customer data is stored to minimize latency and ensure a fast website experience.	wayfair.co.uk; wayfair.de	1 year
WFDC	Necessary	Remembers the datacenter where the user's customer data is stored to ensure a consistent website experience for their current session.	wayfair.co.uk; wayfair.de	3 hours
wfgelfs	Necessary	Saves information about unexpected errors and exceptions like the number of exceptions and types of exceptions. It alerts engineers to site breakages and without setting this cookie, we run risk allowing degraded experiences to go unnoticed.	wayfair.co.uk; wayfair.de	Maximum based on browser settings
wflang	Necessary	Used to determine the user language on the website.	wayfair.co.uk; wayfair.de	Maximum based on browser settings
WFSID	Necessary	Provides a user with a	wayfair.co.uk;	Session

		consistent experience over multiple page visits (e.g. without this cookie, items in a user's cart would disappear when browsing to the next page of the website).	wayfair.de	
categoryID	Customer Preferences	Used to customize the departments dropdown with product subcategories based on the page a user is on.	wayfair.co.uk; wayfair.de	Maximum based on browser settings
CSN_WAN	Customer Preferences	Used to easily identify whether the user can login via faceid, touchid, or other webauthn platform authenticators using the current user agent.	wayfair.co.uk; wayfair.de	Maximum based on browser settings
CSN_WAN_OPT_OUT	Customer Preferences	Used to easily identify whether a user has opted out of webauthn enrollment for faceid, touchid, or other webauthn platform authenticators.	wayfair.co.uk; wayfair.de	90 days
CSNPersist	Customer Preferences	Used to keep a B2B promotions card from showing again after the user has dismissed it.	wayfair.co.uk; wayfair.de	Maximum based on browser settings
customerHasPdpViews	Customer Preferences	Used to show the user recently viewed products.	wayfair.co.uk; wayfair.de	Maximum based on browser settings
isInRedesignedB2BHeaderControl	Customer Preferences	Used for B2B A/B testing to ensure the user stays in the control group when navigating across Wayfair sites.	wayfair.co.uk; wayfair.de	Maximum based on browser settings
isInRedesignedB2BHeaderVariation	Customer Preferences	Used for B2B A/B testing to ensure the user stays in the variation group when navigating across Wayfair sites.	wayfair.co.uk; wayfair.de	Maximum based on browser settings
latestSearch	Customer Preferences	Used to populate the search bar with the user's most recent search when they land on a browse or keyword page after executing a search.	wayfair.co.uk; wayfair.de	Maximum based on browser settings

newsletter_promo_doi_sent	Customer Preferences	Hides the newsletter sign up module on site if a user has already signed up to email newsletters.	wayfair.co.uk; wayfair.de	60 days
openStylerPlanLaneDrawerOnPageLoad	Customer Preferences	Used to pop open the Styler drawer in the 3D Room Planner. Without the cookie present, upon going to the Styler page, the drawer would not pop open and the user would see the create new Styler screen rather than their list of existing rooms. This cookie is created and immediately deleted on load of the next page.	wayfair.co.uk; wayfair.de	Until the next page load
PopupLastShown	Customer Preferences	Used to determine if the current user is eligible for certain pop ups.	wayfair.co.uk; wayfair.de	14 days
reviewer_details	Customer Preferences	Used to remember how a user's name and location are displayed next to product reviews, which users can set or change in their Account Preferences.	wayfair.co.uk; wayfair.de	1 hour
TriedAndTrueInvitationDismissed	Customer Preferences	Used to ensure the Tried and True program invitation is not shown to users who have already accepted it.	wayfair.co.uk; wayfair.de	Maximum based on browser settings
wf_smart_banner	Customer Preferences	Hides the app download banner that appears at the top of the screen on mWeb if a user has already dismissed it.	wayfair.co.uk; wayfair.de	30 days
_ga	Analytics	Contains a randomly generated User-ID. This ID enables Google Analytics to recognize returning users on this website and to merge data from previous visits. (Google)	wayfair.co.uk; wayfair.de	2 years
_ga_J3YZWPLC9N	Analytics	Used to collect information that is then aggregated to analyze on-site behavior. (Google)	wayfair.co.uk	2 years

_gac_UA-#####-##	Analytics	This cookie is set when a user clicks on a Google advertisement to reach the website. It contains information about which ad was clicked, so that achievements such as orders or contact requests can be attributed to the ad. (Google)	wayfair.co.uk; wayfair.de	90 days
_gac_UA-2082020-1	Analytics	Contains a randomly generated User-ID. This ID enables Google Analytics to recognize returning users on this website and to merge data from previous visits. (Google)	wayfair.co.uk; wayfair.de	90 days
_gac_UA-33652774-3	Analytics	This cookie is set when a user clicks on a Google advertisement to reach the website. It contains information about which ad was clicked, so that achievements such as orders or contact requests can be attributed to the ad. (Google)	wayfair.co.uk; wayfair.de	90 days
_gac_UA-5751623-10	Analytics	This cookie is set when a user clicks on a Google advertisement to reach the website. It contains information about which ad was clicked, so that achievements such as orders or contact requests can be attributed to the ad. (Google)	wayfair.co.uk; wayfair.de	91 days
_gac_UA-7016910-6	Analytics	This cookie is set when a user clicks on a Google advertisement to reach the website. It contains information about which ad was clicked, so that achievements such as orders or contact requests can be attributed to the ad. (Google)	wayfair.co.uk; wayfair.de	90 days
_gat	Analytics	Certain data is only sent to Google Analytics once per minute at most. The cookie has a lifetime of one minute. As long as it is set, certain data transfers are blocked. (Google)	wayfair.co.uk; wayfair.de	1 minute

_gat_a	Analytics	Certain data is only sent to Google Analytics once per minute at most. The cookie has a lifetime of ten minutes. As long as it is set, certain data transfers are blocked. (Google)	wayfair.co.uk; wayfair.de	10 minutes
_gat_b	Analytics	Used to throttle requests to Google analytics servers to limit the requests sent from a user's browser to Doubleclick. (Google)	wayfair.co.uk; wayfair.de	10 minutes
_gat_gtag_UA_106855065_21	Analytics	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_ < property_id >. (Google)	wayfair.co.uk; wayfair.de	10 minutes
_gat_gtag_UA_7016910_6	Analytics	Used to collect information that is then aggregated to analyze on-site behavior. (Google)	wayfair.co.uk	2 minutes
_gat_UA-2081664-20	Analytics	Used to throttle requests to Google analytics servers to limit the requests sent from a user's browser to Doubleclick. (Google)	wayfair.co.uk; wayfair.de	10 minutes
_gcl_aw	Analytics	This cookie is set when a user clicks on a Google advertisement to reach the website. It contains information about which ad was clicked, so that achievements such as orders or contact requests can be attributed to the ad. (Google)	wayfair.co.uk; wayfair.de	
_gid	Analytics	Contains a randomly generated User-ID. This ID enables Google Analytics to recognize returning users on this website and to merge data from previous visits. (Google)	wayfair.co.uk; wayfair.de	24 hours
_RCRTX03	Analytics	Used to help track the success of job postings. (Recruitics)	wayfair.co.uk; wayfair.de	

_RCRTX03-samesite	Analytics	Used to help track the success of job postings. (Recruitics)	wayfair.co.uk; wayfair.de	
customField1	Analytics	Tracks custom data in Scribe's click tracking event WebClick as a sub-cookie of the Scribe cookie. (Scribe)	wayfair.co.uk; wayfair.de	1 second
customField2	Analytics	Tracks custom data in Scribe's click tracking event WebClick as a sub-cookie of the Scribe cookie. (Scribe)	wayfair.co.uk; wayfair.de	1 second
customField3	Analytics	Tracks custom data in Scribe's click tracking event WebClick as a sub-cookie of the Scribe cookie. (Scribe)	wayfair.co.uk; wayfair.de	1 second
fs_uid	Analytics	Used to analyze on-site behavior. This data provides information that helps us improve your site experience. (Fullstory)	wayfair.co.uk; wayfair.de	1 year
id	Analytics	Tracks identifier in Scribe's click tracking event WebClick as a sub-cookie of the Scribe cookie. (Scribe)	wayfair.co.uk; wayfair.de	1 second
index	Analytics	Tracks position data in Scribe's click tracking event WebClick as a sub-cookie of the Scribe cookie. (Scribe)	wayfair.co.uk; wayfair.de	1 second
rx_jobid	Analytics	Used to help us understand how users are navigating the Wayfair careers site. The data in the cookie is the job id when visiting a job description page. (Recruitics)	wayfair.co.uk; wayfair.de	Maximum based on browser settings
sku	Analytics	Tracks sku data in Scribe's click tracking event WebClick as a sub-cookie of the Scribe cookie. (Scribe)	wayfair.co.uk; wayfair.de	1 second
ssm_au_c	Analytics	Used by Google Tag Manager and Google Analytics to save	wayfair.co.uk; wayfair.de	24 hours

		user preferences. (Google)		
ssm_au_d	Analytics	Used by Google Tag Manager and Google Analytics to save user preferences. (Google)	wayfair.co.uk; wayfair.de	24 hours
argus_page_visit_count	Advertising	Counts the number of times the user has visited a given store, so that our marketing team can identify returning users.	wayfair.co.uk; wayfair.de	1 year

Advertising Cookie Providers

Bing (Microsoft)

We use Microsoft Bing's ad platforms - specifically Bing's search related Ads and conversion tracking. Bing's web beacons are used on Wayfair properties to help personalize ads, optimize campaign performance in order to reduce costs, and to produce anonymous metrics and analytics, including conversion statistics related to ad campaigns. They accomplish this by using the beacons to limit the number of times you see an advertisement, to understand products you may be interested in, and to understand how effective a particular ad is in driving a user to make a purchase. The data they collect and cookies they may set are subject to their privacy policy and can be viewed here: <https://privacy.microsoft.com/en-gb/privacystatement>. You can change your preferences about the adverts you see on Bing by clicking here: <https://account.microsoft.com/privacy/ad-settings/>.

Commission Junction (subsidiary of Conversant Media)

We use Commission Junction to help manage affiliates that refer users to Wayfair sites. Commission Junction's web beacons are placed on our site to confirm that an affiliate has successfully sent traffic to our site and give them credit for it. Affiliates receive a commission upon success confirmation through this process of using Commission Junction's beacons. The data they collect and cookies they may set are subject to their privacy policy and can be viewed here: <https://www.conversantmedia.com/legal/privacy>. You can change your preferences about interest-based advertising from Commission Junction here: <https://www.conversantmedia.com/optout>.

Criteo

Criteo specializes in creating and delivering personalized advertising through "Criteo Dynamic Retargeting" and "Criteo Sponsored Products." We utilize Criteo as an advertising service provider and utilize their web beacons to help personalize advertisements on the Criteo platform. Criteo uses these beacons to better understand what products you may be interested in and use that information to display ads related to those products to you. The data they collect and cookies they may set are subject to their privacy policy and can be viewed here (including the option to deactivate the Criteo services): <https://www.criteo.com/privacy/>.

Facebook

We utilize Facebook as an advertising service provider and their web beacons (i.e. the Facebook Pixel) to help personalize advertisements on the Facebook platform. For this purpose, we may use and share information about how you use Wayfair and certain personal information about you with Facebook via the Facebook Pixel and by sending the information directly from our servers. This enables Facebook to help us deliver more relevant advertisements, and to produce anonymous metrics and analytics, including conversion statistics related to ad campaigns. They accomplish this by using the beacons to limit the number of times you see an advertisement, to understand products you may be interested in and to understand how effective a particular ad is in driving a user to make a purchase.

Within the scope of online behavioral advertising, we also use the Facebook tool Custom Audience. We generate a hash value from your data (which may include name, email address, gender, date of birth, phone number, city, state and postcode) and send it to Facebook for analysis and marketing purposes. Facebook compares the hash value with the hash values of their own user data they already have. Through this comparison, Facebook learns which of our users is also a Facebook user. We learn whether a match exists and can target our advertising measures.

The data they collect and cookies they may set are subject to their privacy policy. You can read more and change your preferences on Facebook here: <https://www.facebook.com/privacy/explanation>.

Google (Advertising Services)

We utilize Google's ad platforms—specifically Product Listing Ads, Adwords, Search Engine Ads, and Ad Serving. Google's web beacons are used on Wayfair properties to help personalize ads, optimize campaign performance in order to reduce costs, and to produce anonymous metrics and analytics, including conversion statistics related to ad campaigns. They accomplish this by using the beacons to limit the number of times you see an advertisement, to understand products you may be interested in, and to understand how effective a particular ad is in driving a user to make a purchase. The data they collect and cookies they may set are subject to their privacy policy and can be viewed here: <https://policies.google.com/privacy>. You can change your preferences about the adverts you see on Google by clicking here: www.google.com/settings/ads.

LiveIntent

We use LiveIntent as an advertising service provider and their web beacons help us personalize advertisements on the LiveIntent platform. The web beacons limit the number of times a customer sees an advertisement and help understand how effective a particular ad is in driving consumer marketing email subscriptions. The data they collect and cookies they may set are subject to their privacy policy and can be viewed here: <https://www.liveintent.com/services-privacy-policy>.

Moebel.de

Moebel.de is a furniture and interior design portal that refers users to Wayfair's sites. Their web beacons are used for conversion tracking purposes and are placed on our site in order to optimize the traffic that they send over to Wayfair. The data they collect and cookies they may set are subject to their privacy policy and can be viewed here: <https://www.moebel.de/datenschutz>.

Pinterest

We utilize Pinterest as an advertising service provider and their web beacons to help personalize advertisements on the Pinterest platform. These web beacons enable Pinterest to help us deliver more relevant advertisements, and to produce anonymous metrics and analytics, including conversion statistics related to ad campaigns. They accomplish this by using the beacons to limit the number of times you see an advertisement, to understand products you may be interested in and to understand how effective a particular ad is in driving a user to make a purchase. The data they collect and cookies they may set are subject to their privacy policy and can be viewed here: <https://policy.pinterest.com/en/privacy-policy>. You can change your preferences about the adverts you see on Pinterest by clicking here: <https://help.pinterest.com/en-gb/article/personalized-ads-on-pinterest>.

Taboola

We utilize Taboola as an advertising service provider and their web beacons to help personalize advertisements on the Taboola platform. Taboola is used on many websites across the internet to display content-based advertisements. Their web beacons enable Taboola to help them deliver more relevant advertisements. They accomplish this by using the beacons to limit the number of times you see an advertisement, to understand products you may be interested in and to understand how effective a particular ad is in driving a consumer to subscribe to marketing emails. The data they collect and cookies they may set are subject to their privacy policy and can be viewed here (including the option to deactivate interest-based ads from Taboola): <https://policies.taboola.com/en/privacy-policy/>.

Xandr (AppNexus)

We utilize Appnexus to purchase and optimize advertisements on various sites across the internet. As a programmatic advertising platform, Appnexus provides Wayfair with the ability to purchase ads across a wide variety of sites through a single marketplace. Their web beacons are also used to help optimize those campaigns by delivering more relevant advertisements and optimizing campaign performance based on how effective a particular ad is in driving a user to make a purchase (conversion tracking). The data they collect and cookies they may set are subject to their privacy policy and can be viewed here: <https://www.xandr.com/privacy/platform-privacy-policy/>. You can deactivate interest-based ads from Xandr and access and delete your data at Xandr's privacy center: <https://platform.xandr.com/privacy-center/>.

Yahoo (Verizon Media)

We utilize Yahoo to serve advertisements on their sites. Yahoo's web beacons are used to help optimize those campaigns by delivering more relevant advertisements and optimizing campaign performance based on how effective a particular ad is in driving a user to make a purchase (conversion tracking). The data they collect and cookies they may set are subject to their privacy policy and can be viewed here: <https://www.verizonmedia.com/policies/ie/en/verizonmedia/privacy/index.html>. You can adjust your settings and deactivate interest-based ads from Yahoo at Yahoo's Privacy Dashboard: <https://yahoo.mydashboard.oath.com/lite>.