

## TIDAL - list of cookies, SDKs and similar technologies

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Below is an overview of the most frequently used cookies, SDKs and libraries on TIDAL websites and in TIDAL clients. The overview includes a list of:

- TIDAL's own cookies used on TIDAL websites,
- Software Development Kits (SDKs) and libraries in TIDAL mobile apps.

This list may be updated from time to time, for example if we remove or add additional cookies, SDKs or libraries.

### Cookies on TIDAL websites ([tidal.com](https://tidal.com) and its subdomains, including [listen.tidal.com](https://listen.tidal.com))

#### Strictly necessary cookies:

Party associated with the cookie	Purpose(s) of the cookie	Cookie name	Cookie expiration	Cookie category	Domain(s)	Cookie description	Other relevant information
TIDAL Music AS	Website operation and recording of user's preferences	app_country	session	Strictly necessary cookie	<a href="https://tidal.com">tidal.com</a> ; <a href="https://payment.tidal.com">payment.tidal.com</a> ; <a href="https://login.tidal.com">login.tidal.com</a> ; <a href="https://offer.tidal.com">offer.tidal.com</a> ; <a href="https://account.tidal.com">account.tidal.com</a> ; <a href="https://artists.tidal.com">artists.tidal.com</a>	This cookie stores the location of website user based on which we determine what content should be shown to the user if there are geographical differences to our content.	
TIDAL Music AS		app_lang	30 days	Strictly necessary cookie	<a href="https://tidal.com">tidal.com</a>	Language cookie that keeps information of the user's preferred language. The preferred language is initially set from the user's browser settings. Changes to the language preference in the footer will update this value. The cookie stores an abbreviate code representing the language, eg: "en" for English.	
TIDAL Music AS		auth.return_url	session	Strictly necessary cookie	<a href="https://artists.tidal.com">artists.tidal.com</a>	This cookie is a technical cookie enabling authentication and navigation across pages. It stores the last page you visited before you logged in to TIDAL services to navigate you back to it after the login.	
TIDAL Music AS		tidal_lang	30 days	Strictly necessary cookie	<a href="https://careers.tidal.com">careers.tidal.com</a>	Language cookie that keeps information of the user's preferred language. The preferred language is initially set from the user's browser settings. Changes to the language preference in the footer will update this value. The cookie stores an abbreviate code representing the language, eg: "en" for English.	
TIDAL Music AS		<a href="https://web.sid.tidal.com">web.sid.tidal.com</a>	0 days	Strictly necessary cookie	<a href="https://tidal.com">tidal.com</a>	This cookie holds session identifier for sharing information across TIDAL sites.	
TIDAL Music AS	Website security	_csrf	session	Strictly necessary cookie	<a href="https://offer.tidal.com">offer.tidal.com</a> <a href="https://login.tidal.com">login.tidal.com</a> <a href="https://payment.tidal.com">payment.tidal.com</a>	Security cookies used to protect against Cross-Site Request Forgery (CSRF) attacks.	
TIDAL Music AS		_csrf_account	session	Strictly necessary cookie	<a href="https://account.tidal.com">account.tidal.com</a>		

TIDAL Music AS		_csrf_account-token	session	Strictly necessary cookie	<a href="https://account.tidal.com">account.tidal.com</a>		
TIDAL Music AS		_csrf_artist	session	Strictly necessary cookie	<a href="https://artists.tidal.com">artists.tidal.com</a>		
TIDAL Music AS		_csrf_artist-token	session	Strictly necessary cookie	<a href="https://artists.tidal.com">artists.tidal.com</a>		
TIDAL Music AS		_csrf_browse	session	Strictly necessary cookie	<a href="https://tidal.com">tidal.com</a>		
TIDAL Music AS		_csrf_browse-token	session	Strictly necessary cookie	<a href="https://tidal.com">tidal.com</a>		
TIDAL Music AS		_csrf_magazine	session	Strictly necessary cookie	<a href="https://tidal.com">tidal.com</a>		
TIDAL Music AS		_csrf-token	session	Strictly necessary cookie	<a href="https://offer.tidal.com">offer.tidal.com</a> <a href="https://login.tidal.com">login.tidal.com</a> <a href="https://payment.tidal.com">payment.tidal.com</a>		
Adyen NV	Payment processing and fraud prevention	JSESSIONID	0 days (session)	Strictly necessary cookie	<a href="https://live.adyen.com">live.adyen.com</a>	This cookie is used by Adyen to track logged in users and allows us to, for example, prevent that you would have to re-enter your log-in details if a page is reloaded.	Adyen is a payment service provider. See how Adyen processes personal data at <a href="https://www.adyen.com/policies-and-disclaimer/privacy-policy">https://www.adyen.com/policies-and-disclaimer/privacy-policy</a>
PayPal, Inc.		enforce_policy	1 year	Strictly necessary cookie	<a href="https://paypal.com">paypal.com</a>	This cookie is provided by Paypal. The cookie is used to enable transactions on our websites. The cookie is necessary for secure transactions.	These cookies are set by PayPal to enable payments on our websites. PayPal also uses cookies to recognize its customers and shorten the time it takes the user to log in to their PayPal account. Learn more on <a href="https://www.paypal.com/us/webapps/mpp/ua/privacy-full">https://www.paypal.com/us/webapps/mpp/ua/privacy-full</a> and <a href="https://www.paypal.com/myaccount/privacy/privacyhub">https://www.paypal.com/myaccount/privacy/privacyhub</a>
		KHcl0EuY7AKSMgfvHI7J5E7hPtK	1 year	Strictly necessary cookie	<a href="https://paypal.com">paypal.com</a>		
		l7_az	1 day	Strictly necessary cookie	<a href="https://paypal.com">paypal.com</a>		
		LANG	session	Strictly necessary cookie	<a href="https://paypal.com">paypal.com</a>		
		nsid	session	Strictly necessary cookie	<a href="https://paypal.com">paypal.com</a>		
		paypal-offers-cust	1 day	Strictly necessary cookie	<a href="https://paypalobjects.com">paypalobjects.com</a>		
		sc_f	13 months	Strictly necessary cookie	<a href="https://c.paypal.com">c.paypal.com</a>		
		ts	13 months	Strictly necessary cookie	<a href="https://paypal.com">paypal.com</a>		
		ts_c	13 months	Strictly necessary cookie	<a href="https://paypal.com">paypal.com</a>		
		tsrce	session	Strictly necessary cookie	<a href="https://paypal.com">paypal.com</a>		
		x-pp-s	session	Strictly necessary cookie	<a href="https://paypal.com">paypal.com</a>		

DataDome SA	<b>Security of the website traffic</b>	datadome	364 days	Strictly necessary cookie	<a href="https://tidal.com">tidal.com</a>	This is a security cookie set by Datadome used for bot and malicious traffic protection on our websites.	This cookie collects IP addresses for connecting website visitors to our website and cookie session identifiers for visitors (ID session).
Google Ireland Limited	<b>Tag management</b>	_dc_gtm_UA-xxxxxx	0 days (session)	Strictly necessary cookie	<a href="https://tidal.com">tidal.com</a>	This cookie is associated with sites using Google Tag Manager to load other scripts and code into a page.	
	<b>Security of the website traffic</b>	YSC	session	Strictly necessary cookie	<a href="https://youtube.com">youtube.com</a>	Used to prevent spam, fraud, and abuse. Ensures that requests within a browsing session are made by the user, and not by other sites. Prevents malicious sites from acting on behalf of a user without that user's knowledge	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.
OneTrust LLC	<b>Compliance with cookie legislation</b>	OptanonConsent	6 months	Strictly necessary cookie	<a href="https://tidal.com">tidal.com</a>	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. It contains no information that can identify the site visitor.	We are using OneTrust Cookie Consent product so that we inform you about cookies on our websites and give you a choice to accept or reject such cookies. OneTrust solution helps us to record and remember your choices with placement of cookies, so you do not have to make such choice upon every visit of our websites.
		OptanonAlertBoxClosed	6 months	Strictly necessary cookie	<a href="https://tidal.com">tidal.com</a>	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 contains no personal information.	
Zendesk, Inc.	<b>Provision of customer support services</b>	_help_center_session	0 days (session)	Strictly necessary cookie	<a href="https://support.tidal.com">support.tidal.com</a>	This cookie aids in session for the Zendesk guide. It stores a unique session key for Help Center Functionality.	We use services by Zendesk to deliver customer support services to our customers through <a href="https://support.tidal.com">support.tidal.com</a> . Without these cookies the online customer support forms and online chat features on our customer support website would not display and work properly.
		_zendesk_authenticated	0 days (session)	Strictly necessary cookie	<a href="https://support.tidal.com">support.tidal.com</a>	This is a flag set when a user is authenticated to display the most up to date content.	
		_zendesk_shared_session	0 days (session)	Strictly necessary cookie	<a href="https://support.tidal.com">support.tidal.com</a>	This cookie holds session information for sharing across Zendesk customer support applications. It is an authentication cookie - set to be anonymous.	
		_zendesk_session	0 days (session)	Strictly necessary cookie	<a href="https://support.tidal.com">support.tidal.com</a>	This cookie holds session information for root access applications. It stores account ID, route for internal service calls and the cross-site request forgery token.	
	<b>Security of the website traffic</b>	_cfuid	0 days (session)	Strictly necessary cookie	<a href="https://tidalsupport.zendesk.com">tidalsupport.zendesk.com</a> <a href="https://support.tidal.com">support.tidal.com</a>	Cookie associated with sites using CloudFlare, used to identify trusted web traffic.	Zendesk uses CAPTCHA (Completely Automated Public Turing Test to Tell Computers and Humans Apart) from Cloudflare on <a href="https://support.tidal.com">support.tidal.com</a> domain. CAPTCHA is a Cloudflare rule that uses the Cloudflare

		__cf_bm	0 days (session)	Strictly necessary cookie	support.tidal.com myfonts.net cf-assets.hcaptcha.com	This is a cookie necessary to support Cloudflare Bot Management. This cookie helps manage incoming traffic that matches criteria associated with bots.	Bot management features. The rule prompts requestors for a CAPTCHA if the request matches certain criteria. These cookies are strictly necessary to protect the website traffic.
		cf_chl_2	0 days (session)	Strictly necessary cookie	<a href="https://support.tidal.com">support.tidal.com</a>	This cookie is used by the Cloudflare to identify trusted web traffic. It does not identify the user on the web application in any way or store any personal identification details.	
		cf_chl_prog	0 days (session)	Strictly necessary cookie	<a href="https://support.tidal.com">support.tidal.com</a>	This cookie is used by Cloudflare for the execution of Javascript or Captcha challenges.	
		cf_chl_cc_XXXXXXXXXXXXXXXXXX	0 days (session)	Strictly necessary cookie	<a href="https://support.tidal.com">support.tidal.com</a>	This cookie is used by Cloudflare for the execution of Javascript or Captcha challenges.	
		cf_chl_seq_XXXXXXXXXXXXXXXX	0 days (session)	Strictly necessary cookie	<a href="https://support.tidal.com">support.tidal.com</a>	This cookie is used by Cloudflare for the execution of Javascript or Captcha challenges.	
Targeting (advertising) cookies:							
Party associated with the cookie	Purpose(s) of the cookie	Cookie name	Cookie expiration	Cookie category	Domain(s)	Cookie description	Other relevant information
TIDAL Music AS	Ad conversion tracking	tdlTrkv2	29 days	Targeting (advertising) cookie	<a href="https://tidal.com">tidal.com</a>	Cookie used by TIDAL to analyse the use of TIDAL services across TIDAL websites and TIDAL applications. This cookie collects a randomly generated ID per visitor's browser or device and user clicks or actions on TIDAL services.	

Facebook Ireland - <b>Meta Pixel</b> (formerly Facebook Pixel)	<b>Advertising and site analytics</b>	_fbp	89 days	Targeting (advertising) cookie	<a href="https://www.facebook.com/ads-subprocessors">tidal.com</a>	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	<p>Our websites use Meta Pixel which is a piece of code that allows us to measure the effectiveness of our advertising by understanding the actions that our visitors take on our websites.</p> <p>This cookie collects your device information and event data (actions taken on the website using Facebook cookies).</p> <p>Facebook Ireland is a <i>joint controller</i> for processing of event data and we have entered into the Controller Addendum with Facebook Ireland to determine the respective responsibilities for compliance with the obligations under the GDPR with regard to the joint processing. The information required by Article 13(1)(a) and (b) GDPR, including the information about legal basis Facebook Ireland relies on and the ways to exercise your data subject rights with Facebook Ireland, can be found in Facebook Ireland's Data Policy at <a href="https://www.facebook.com/about/privacy">https://www.facebook.com/about/privacy</a></p> <p>According to documentation made available by Facebook, when you consent with this cookie, Facebook Ireland <i>may transfer your personal data</i> collected through this cookie to Facebook, Inc. (located in <i>the United States</i>) or to other Facebook subprocessors (<a href="https://www.facebook.com/legal/ads-subprocessors">https://www.facebook.com/legal/ads-subprocessors</a>).</p>
Google Ireland Limited - <b>Google AdSense</b>	<b>Advertising, personalised ads, measuring of ad impressions, remarketing</b>	_gclxxxx	90 days	Targeting (advertising) cookie	<a href="https://www.google.com/policies/privacy/partners/">tidal.com</a>	Cookie associated with Google AdSense to store and track ad conversions. Used for experimenting with advertisement efficiency across websites using their services.	<p>We use AdSense services from Google to help us personalise ads, measure ad impressions, clicks and visits and remarketing.</p> <p>For example, cookies that start with '_gcl_' are primarily used to help us determine how many times users who click on our ads end up taking an action on our site, such as making a purchase. Cookies used for measuring conversion rates are not used to personalize ads.</p> <p>If you consent to these cookies, we share your data with Google Ireland Limited, which acts as an individual controller and may use your data for their own purposes. Learn more about how Google uses data at: <a href="https://www.google.com/policies/privacy/partners/">www.google.com/policies/privacy/partners/</a></p>
Google Ireland Limited - <b>Google Analytics</b>	<b>Advertising and site analytics</b>	_ga _ga_xxxxxxx	2 years	Targeting (advertising) cookie	<a href="https://www.google.com/policies/privacy/partners/">tidal.com</a>	This cookie name is associated with Google Analytics. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.	<p>We use Google Analytics 4 from Google on our web pages. Google Analytics is a tool that enables website owners to compile statistics about website visitors, among other things, in order to optimize the content of the websites and to serve personalised ads. These cookies collect personal data, such as randomly generated numbers - client identifiers and unique IDs, event data, location and device data.</p> <p>If you consent to these cookies, this data is shared</p>

		_gid	24 hours	Targeting (advertising) cookie	<a href="https://tidal.com">tidal.com</a>	This cookie name is associated with Google Analytics. It is used to distinguish users and registers a unique ID that is used to generate statistical data on how the visitor uses the website.	<p>If you consent to these cookies, the data is shared with Google Ireland Limited, who acts as our processor. Google or its subprocessors may process your personal data in countries outside of the EEA/UK in which they maintain their facilities, including but not limited to <i>the United States</i>. If you have concerns relating to the usage of Google Analytics be informed that you can revoke your consent with these cookies at any time and that it is also possible to block Google Analytics by installing a plug-in to your browser. A plug-in for the most common browsers can be found here: <a href="http://tools.google.com/dlpage/gaoptout">http://tools.google.com/dlpage/gaoptout</a></p> <p>Learn more about how Google uses data when you use our sites at: <a href="http://www.google.com/policies/privacy/partners/">www.google.com/policies/privacy/partners/</a></p>
		_gat_gtag_xxxx xxxxxxxxxxxxxx xxxxxxxx	1 minute (session)	Targeting (advertising) cookie	<a href="https://tidal.com">tidal.com</a>	This cookie is associated with Google Analytics. It is used to build a profile of your interests based on the browsing information collected from you.	
Microsoft Ireland Operations Limited - <b>Bing Universal Event Tracking</b>	<b>Advertising, ad conversion analytics, remarketing</b>	_uetsid	1 day	Targeting (advertising) cookie	<a href="https://tidal.com">tidal.com</a>	This cookie is used by Microsoft ("Bing Universal Event Tracking") to determine what ads should be shown that may be relevant to the end user perusing the site.	<p>Universal Event Tracking (UET) is a tool that records what visitors do on our websites. This allows us to track conversion goals and target audiences with remarketing lists.</p> <p>These cookies collect Visitor ID (A unique, anonymized visitor ID, assigned by UET, representing a unique visitor, Session ID and IP address.</p> <p>Through use of these cookies, Microsoft Ireland collects and receives personal data from website visitors to provide the UET services. Microsoft Ireland acts as <i>independent controller</i>, meaning that it may use such data for its own purposes. Learn more about how Microsoft uses your data at <a href="https://privacy.microsoft.com/en-gb/privacystatement">https://privacy.microsoft.com/en-gb/privacystatement</a></p> <p>Also note that if you consent to these cookies, Microsoft can process your personal data outside of the EEA/UK in its processing facilities around the world. According to publicly available information, this can be <i>Australia, Brazil, Canada, Hong Kong, India, Japan, South Korea, Malaysia, Singapore and the United States</i>.</p>
		_uetvid	389 days	Targeting (advertising) cookie	<a href="https://tidal.com">tidal.com</a>	This cookie is used by Microsoft ("Bing Universal Event Tracking") to determine what ads should be shown that may be relevant to the end user perusing the site.	
Reddit, Inc. - <b>Reddit Ads</b>	<b>Advertising</b>	_rdt_uuid	89 days	Targeting (advertising) cookie	<a href="https://tidal.com">tidal.com</a>	This cookie is set by Reddit to help build a profile of your interests and show you relevant ads. Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	<p>We use Reddit Ads to serve personalised ads and for ad conversion tracking. Through Reddit Ads we collect information about your website actions, such as what you added in your shopping cart, searched for, your sign up and other activity.</p> <p>If you consent to this cookie, Reddit, Inc. will collect or receive your personal data. Reddit, Inc. acts as <i>independent controller</i>. This means that it can process your data for its own purposes. Learn more at <a href="https://www.reddit.com/policies/privacy-policy">https://www.reddit.com/policies/privacy-policy</a></p> <p>Note that if you consent to this cookie, your personal data may be transferred outside of the EEA/UK to processing facilities maintained by Reddit, including but not limited to <i>the United States</i>.</p>

Rokt, Inc.	<b>Ad conversion tracking</b>	Rokt_Pixel		Targeting (advertising) cookie	<a href="https://tidal.com">tidal.com</a>	Rokt Pixel is used for ad conversion tracking and attribution purposes. If you buy a TIDAL subscription, this pixel sends random Rokt ID, IP address, purchase timestamp and device and browser information to Rokt, an e-commerce platform. This pixel collects and sends this information only if the purchase is completed by the users in the USA who previously clicked on certain TIDAL ads.	Rokt is an ecommerce platform we use to advertise our products on third party websites to the audience located in the USA. If you are in the USA and click on a TIDAL advertisement on a third party website, you will be redirected to TIDAL websites. If you buy a TIDAL subscription, this pixel will send a purchase confirmation to Rokt. This is done for ad conversion tracking purposes so that we can calculate compensation for Rokt's marketing services. Rokt pixel does not collect any information from TIDAL website visitors, as long as they did not click on a TIDAL advertisement procured by Rokt on third-party websites that are meant for the US audience.
Roku, Inc.	<b>Advertising, retargeting for performance marketing, conversion measurement</b>	wfivefivec	395 days	Targeting (advertising) cookie	<a href="https://w55c.net">w55c.net</a>	This cookie is associated with Roku domain. It tracks the advertisement report which helps us to improve the marketing activity.	We are using media distribution services by Roku. The purpose of the cookie (pixel) to measure sign-ups to TIDAL services.
Snap Group Limited - <b>Snap Conversions</b>	<b>Advertising</b>	sc_at	389 days	Targeting (advertising) cookie	<a href="https://snapchat.com">snapchat.com</a>	Cookie associated with embedding content from Snapchat. Snapchat uses this cookie to deliver advertisements, to make them more relevant and meaningful to consumers, and to track the efficiency of advertising campaigns. This cookie is used to identify a visitor across multiple domains.	We use Snap Conversions for ad measurement services, ad targeting and other advertising services.  If you consent to these cookies, your personal data will be transferred to Snap Group UK who is our processor for the purposes of these services. Please note that Snap may process your personal data with its subprocessors in locations outside of the EEA/UK, including but not limited to <i>the United States</i> and <i>Australia</i> .  Learn more at: <a href="https://values.snap.com/en-GB/privacy/privacy-policy">https://values.snap.com/en-GB/privacy/privacy-policy</a>
		_schn	0 days (session)	Targeting (advertising) cookie	<a href="https://tidal.com">tidal.com</a>	This cookie is associated with Snapchat. It tracks individual sessions on the website, allowing the website to compile statistical data from multiple visits. This data can also be used to create leads for marketing purposes.	
		_scid _scid_r	395 days	Targeting (advertising) cookie	<a href="https://tidal.com">tidal.com</a>	Cookie associated with Snapchat. Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates realtime bidding for advertisers.	
		X-AB	0 days	Targeting (advertising) cookie	<a href="https://sc-static.net">sc-static.net</a>	This cookie is associated with embedding content from Snapchat. It is used by the website's operator in context with multi-variate testing. This is a tool used to combine or change content on the website. This allows the website to find the best variation/edition of the site.	

TikTok Information Technologies UK Limited (TikTok UK) and TikTok Technology Limited (TikTok Ireland) - <b>TikTok Pixel</b>	<b>Advertising, ad conversion measurement, retargeting</b>	_tt_enable_cookie	364 days	Targeting (advertising) cookie	<a href="https://www.tiktok.com/legal/tiktok-website-cookies-policy?lang=en">tidal.com</a>	This cookie is set by TikTok to measure and improve the performance of our advertising campaigns and to personalize the user's experience (including ads) on TikTok	We use TikTok pixel to serve personalised ads, measure ad conversion and for ad retargeting purposes. This pixel collects event data, such as HTTP header information, IP address, country, language, and information about the web browser or app used, actions you take in respect of our advertisements on and outside of TikTok inventory, such as on our (or third party) sites including visits to our sites and purchases of our products.
		_ttp	389 days	Targeting (advertising) cookie	<a href="https://www.tiktok.com/legal/tiktok-website-cookies-policy?lang=en">tidal.com</a> <a href="https://www.tiktok.com/legal/tiktok-website-cookies-policy?lang=en">tiktok.com</a>	This cookie is set by TikTok to measure and improve the performance of our advertising campaigns and to personalize the user's experience (including ads) on TikTok	If you consent to these cookies, we will share data collected through the pixel with TikTok UK and TikTok Ireland, who are acting as <i>joint controllers</i> with TIDAL with respect to collection of event data for the above purposes. We have entered into Joint Controller Terms with TikTok to determine the respective responsibilities for compliance with the obligations under the GDPR. Further information on how TikTok processes personal data, including the legal basis TikTok relies on and the ways to exercise data subject rights against TikTok, can be found in the relevant TikTok privacy notice <a href="https://www.tiktok.com/legal/tiktok-website-cookies-policy?lang=en">https://www.tiktok.com/legal/tiktok-website-cookies-policy?lang=en</a>  Please note that TikTok UK and/or TikTok Ireland may transfer your personal data further to their affiliates and processors. These may be located outside of the EEA/UK.
Twitter, Inc.	<b>Advertising, conversion tracking and custom audiences</b>	personalization_id	729 days	Targeting (advertising) cookie	<a href="https://twitter.com/en/privacy">twitter.com</a>	This cookie is set by Twitter for advertising and to identify and track the website visitor. It tracks activities off Twitter for a personalized experience.	Through use of these cookies, Twitter collects or receives personal data from website visitors. Twitter uses this information to show you interest-based ads on and off of Twitter. Learn more at <a href="https://twitter.com/en/privacy">https://twitter.com/en/privacy</a> and <a href="https://help.twitter.com/en/twitter-for-websites-ads-info-and-privacy">https://help.twitter.com/en/twitter-for-websites-ads-info-and-privacy</a>
		muc_ads	729 days	Targeting (advertising) cookie	<a href="https://help.twitter.com/en/twitter-for-websites-ads-info-and-privacy">t.co</a>	This is a cookie that is set by twitter.com. It is used for optimizing ad relevance by collecting visitor navigation data.	
<b>Performance (analytics) cookies:</b>							
TIDAL Music AS	<b>Web analytics</b>	experimentationID	30 days	Performance (analytics) cookie	<a href="https://www.tiktok.com/legal/tiktok-website-cookies-policy?lang=en">tidal.com</a>	This cookie is used for experimentation to test various designs and behaviour of our services (so-called A/B testing). The cookie places a random user ID on the visitor's device to remember what new functions the visitor tested during the previous visits, so that we can give the user the same functions again. This cookie also collects device information, such as device country, language, operating system and TIDAL account and subscription data. We may share this information with Optimizely who is our service provider for the A/B testing services	



## Software development kits (SDKs) and similar tracking technologies in TIDAL mobile, desktop and web apps

<b>Third party associated with the SDK/library</b>	<b>Purpose of the SDK/library</b>	<b>Name of the SDK/library</b>	<b>TIDAL clients using the SDK/library</b>	<b>SDK category</b>	<b>Other relevant information</b>
Braintree (PayPal Inc.)	<b>Payments processing</b>	Braintree SDK	TIDAL Android mobile client	Strictly necessary	Braintree SDK is an SDK by PayPal. It enables us to securely collect payment information from our customers and accept payments in our app. Learn how PayPal processes your data at <a href="https://www.braintreepayments.com/no/legal/braintree-privacy-policy">https://www.braintreepayments.com/no/legal/braintree-privacy-policy</a>
Braze, Inc.	<b>Customer Relationship Management, delivery of push, in-app and email messages</b>	Braze SDK	TIDAL Android & iOS mobile clients	Strictly necessary	<p>Braze is a mobile engagement and messaging system. We are using Braze to send important messages to TIDAL users. If our users subscribe to marketing communications, this SDK is also used to deliver the marketing messages. We would not be able to send in-app, push and email notifications to our users without Braze SDK.</p> <p>The SDK collects the following data: Device ID (random device ID for Android assigned by Braze), Session ID &amp; Session Timestamp, SDK Message Interaction Data, Country, Other device data (time zone, device resolution, device language, model).</p> <p>Use of Braze services means that the data collected through this SDK is transferred to Braze, who is our processor. Braze may process your personal data in various locations in the EEA and outside of the EEA, including in <i>the United States and Singapore</i>.</p>
Functional Software Inc. d/b/a Sentry	<b>App error and performance monitoring</b>	Sentry SDK	TIDAL desktop client	Strictly necessary	<p>We use services from Sentry to understand how our clients perform and to discover and address any errors in their performance in a timely manner.</p> <p>The SDK collects the following data: Device identification data and traffic data (e.g. IP addresses, MAC addresses), error description, error stack trace.</p> <p>Use of this service provider means that some of your personal data collected through this SDK can be transferred to Sentry, who is our processor. Sentry may process your data in <i>the United States</i>.</p>
Google Ireland Limited	<b>App crash monitoring and diagnostics</b>	Firebase Crashlytics SDK, Firebase Core, Firebase Core Diagnostic, Firebase Installations	TIDAL Android & iOS mobile clients	Strictly necessary	<p>Firebase Crashlytics and related Firebase services help us track how our applications perform, so that we can discover and address any crashes and errors in their performance in a timely manner.</p> <p>These SDKs collect the following data: Crashlytics Installation UUIDs (Generates and stores the Crashlytics installation UUID to measure the number of users impacted by a crash), Crash traces (timestamp, device OS and version, device model, CPU, RAM space, Firebase Installation IDs. Data we collect through these Firebase tools cannot be related to a specific person or a TIDAL customer.</p>
Google LLC	<b>Delivery of in-app messages</b>	Firebase In-App Messaging SDK	TIDAL Android mobile client	Strictly necessary	Firebase In-app Messaging service helps us to deliver in-app notifications (both important messages and marketing messages, if the user subscribed for those) to our Android mobile client users. This SDK collects Firebase installation IDs.
	<b>App configuration</b>	Firebase Remote Config SDK	TIDAL Android & iOS mobile clients	Strictly necessary	Remote Config SDK enables us to make changes to our mobile app's default behavior or appearance without having to publish an app update. This SDK collects Firebase installation IDs.
	<b>Streaming video and audio to TV or sound system</b>	Google Cast SDK	TIDAL Android & iOS mobile clients	Strictly necessary	The SDK enables streaming of video and audio content from TIDAL services to user's TV or audio system. The SDK is initialised upon user's request to enable such streaming. The SDK collects information about the play queue, session events, some device information, and application playback information. It does not log any user information or content metadata (for example, title, artist, content URL). Only generic attributes of the content being played, such as content type, format, and duration, are logged.
	<b>Seamless streaming</b>	Waze Audio Kit	TIDAL Android & iOS mobile clients	Strictly necessary	Waze SDK is used to enable that you can use Waze navigation app and hear Waze directions while listening to your music on TIDAL. The SDK is initialised when you enable connection between Waze and TIDAL.

LastFM Limited	<b>Login and sharing of content</b>	LastFM (custom code)	TIDAL desktop client / web client / iOS mobile client	Strictly necessary	<p>The custom code enables your login to your LastFM account and establishing connection between your LastFM account and TIDAL account. Once you enable the connection, TIDAL will send information about your playback history (songs you played) to LastFM.</p> <p>LastFM is based in the UK which is considered and adequate country by the European Commission. We rely on respective adequacy decision to share your data with LastFM.</p> <p>We are not responsible for how LastFM further processes data transferred. Please refer to LastFM's privacy policy to learn more on how LastFm processes your data: <a href="https://www.viacomcbsprivacy.com/en/policy?r=www.last.fm">https://www.viacomcbsprivacy.com/en/policy?r=www.last.fm</a></p>
Meta Platforms Ireland Limited (Facebook)	<b>Login to TIDAL services</b>	Facebook Login and Account Kit	TIDAL Android & iOS mobile client / desktop client / web client	Strictly necessary	<p>Facebook Login enables login/sign up of users who have connected their Facebook account with their TIDAL user account.</p> <p>TIDAL has configured this login tool to minimize the data collection as much as possible. This SDK is initialized when you explicitly confirm connecting with Facebook (when you press the Facebook button). In such a case, the SDK collects the following data:</p> <ul style="list-style-type: none"> <li>- Error information: the SDK captures error information, including during initialisation of the SDK, which may include a user ID of individuals who are logged in to Facebook.</li> <li>- Short-term data: the SDK measures some user activity for purposes of managing fraud and abuse.</li> <li>- HTTP header information which include information about the web browser or app used (e.g. user agent, locale country-level/language)</li> </ul> <p>Note that Facebook (Facebook Ireland Limited) acts as joint controller for collection and processing of HTTP header information for the above purposes. We have entered into a Controller Addendum with Facebook to determine the respective responsibilities for compliance with the obligations under the GDPR with regard to the joint processing. The information required by Article 13(1)(a) and (b) GDPR, including the information about legal basis Facebook relies on and the ways to exercise your data subject rights against Facebook Ireland, can be found in Facebook's Data Policy: <a href="https://www.facebook.com/about/privacy">https://www.facebook.com/about/privacy</a></p>
OneTrust LLC	<b>Managing cookie preferences</b>	OneTrust SDK	TIDAL Android & iOS mobile clients	Strictly necessary	OneTrust SDK is used to show a privacy banner and preference center to collect and save app user's consent with cookies and similar technologies, in line with applicable privacy regulations.
Sony Home Entertainment & Sound Products Inc.	<b>Streaming video and audio to TV or sound system</b>	Sony Cast	TIDAL Android & iOS mobile clients	Strictly necessary	The custom code enables streaming of video and audio content from TIDAL services in TIDAL user's TV or audio system. The SDK is initialised upon TIDAL user's request to enable such streaming and collects play queue information.
TrackJS LLC	<b>Error monitoring</b>	TrackJS library	TIDAL web client	Strictly necessary	<p>TrackJS services help us to track how our services perform, so that we can discover and address any errors in their performance in a timely manner.</p> <p>The library collects the following data: Error data (error message from browser); configuration data (app version); browser and device data (browser version, OS, screen size); build data; data regarding the use of TIDAL products with error (page, playlist page, an artist, search, etc.), IP addresses.</p> <p>Note that in the context of our use of this service, your personal data (such as IP address) may be transferred to TrackJSs processing locations in Canada and in the United States.</p>
Twitter International Company	<b>Login to TIDAL services</b>	Twitter Login	TIDAL Android mobile client / desktop client / web client	Strictly necessary	This SDK is used for the login of TIDAL users with Twitter accounts. It is only initialised when the user clicks on Twitter login option. The SDK collects the user's email address and password.
TIDAL Music AS	<b>Error tracking, quality assurance, fraud prevention, settlements</b>	TIDAL Event Tracking System	TIDAL Android & iOS mobile clients	Strictly necessary	TIDAL clients include an internal event tracking system, which records various data and events within TIDAL clients when you stream or download content for offline listening. For example, the event tracking system tracks what content you played or downloaded for offline listening and when, whether there were any errors or stalls to your playback experience, what hardware, operating system or browser you use, your IP address, country and coarse (non-precise) location. We use the event tracking system for the following purposes: to enable that you can listen to the content you have requested, to make sure that TIDAL clients perform as they should and to uncover and log any errors or bugs, to ensure the streaming quality and experience is up to our standards, for fraud prevention purposes and to calculate royalty payments.