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Google Analytics: name: _ga
Function: We use Google Analytics to measure website visits. This allows us to see how many visitors there are, which pages are or are not visited. With these insights, we improve the website. We keep this data for a while, namely 2 years.

LinkedIn name: li_at
Function: We use LinkedIn analytics to see how we can improve the LinkedIn page of Product Department for visitors. Retention period: 1 year.

Date: February 2024