

WHICH COOKIES DO WE USE?

Name	Source	Category	Description	Expiry	Relevant Links
accessibeSession	accessiBe	Necessary	for the performance of the website	Session	https://knowledge.hubspot.com/privacy-and-consent/what-cookies-does-hubspot-set-in-a-visitor-s-browser
dashboardSession		Necessary	for the performance of the dashboard	Session	
acsb_uid		Functional	Assists Mixpanel in generating ID		
__hssc	Hubspot	Analytics	Keeps track of sessions.	30 minutes	
__hsrc		Analytics	Session tracking.	Session	
__hstc		Analytics	Client ID.	6 months	
hubspotutk		Analytics	Client ID.	6 months	
__cf_bm	Cloudflare (for Hubspot, Zoominfo and Zendesk)	Functional	Set by Hubspot's Cloud provider (Cloudflare), to distinguish humans and bots.	30 minutes	
visitorid	Zoominfo	Functional	Preserves users states across page requests	1 year	
ziwsSession		Analytics	Collects statistics on the user's visits to the website	session	
ziwsSessionid		Analytics	Collects statistics on the user's visits to the website,	session	
_zitok		Functional	Hubspot Client ID.	1 year	
_cfuvid	Cloudflare (for Zoominfo)	Necessary	This cookie is a part of the services provided by Cloudflare	session	

Name	Source	Category	Description	Expiry	Relevant Links
bscookie	LinkedIn	Advertising	Used for remembering that a logged in user is verified by two factor authentication.	1 year	https://www.linkedin.com/legal/cookie-table
li_gc		Advertising	Used to remember a user's language setting to ensure LinkedIn.com displays in the language selected by the user in their settings.	6 months	
lang		Advertising	Used to remember a user's language	session	
lang		Advertising		1 day	
lidc		Advertising	To facilitate data center selection	1 day	
AnalyticsSyncHistory		Advertising	Used to store information about the time	30 days	
UserMatchHistory		Advertising	Used to determine whether a user enabled or disabled the Guest Recent History Setting	7 years	
bcookie		Advertising	Browser Identifier cookie to uniquely identify devices accessing LinkedIn	1 year	
test_cookie	Google Analytics	Advertising	Google Marketing platform. Used to determine if the user's browser	15 minutes	https://business.safety.google/adscookies/

Name	Source	Category	Description	Expiry	Relevant Links
			supports cookies.		
IDE		Advertising	Campaign Manager, Display & Video 360, Google Ad Manager, Google Analytics, Search Ads 360	2 years	
_dc_gtm_UA-#		Analytics	used by Google tag manager to load Google Analytics	1 minute	
_ga		Analytics	Google Analytics	2 years	
ga#		Analytics	Google Analytics 360	2 years	
_gid		Analytics	Google Analytics	1 day	
FPAU		Analytics	Campaign Manager, Display & Video 360, Google Ads, Search Ads 360	90 days	
FPID		Analytics	Google Analytics	2 years	
FPLC		Analytics	Google Analytics	1 day	
_dc_gtm_UA-132392334-1	Google Analytics, Google Tag Manager	Analytics	Google Analytics, Google Tag Manager	1 minute	
gtmUtms		Analytics	Behavior data.	90 days	
gtmidnts	Google Tag Manager	Analytics	stores user 3rd party identifiers.	91 days	
utmParamsC		Analytics	Client Side "connector cookie" for the gtmUtms Server Cookie	30 minutues	
gtmldnts		Analytics	Google Analytics		
td		Analytics	Google Analytics		
_gcl_au	Google Adsense	Marketing	Measure advertising efficiency	90 days	
FPLC	Google	Analytics	Registers a unique ID that is	20 hours	

Name	Source	Category	Description	Expiry	Relevant Links
			used to generate statistical data on how the visitor uses the website.		
acsbReset	acsbapp	Advertising	Sets a unique ID that allows the website to obtain data on visitor behaviour on the website and the app for statistical purposes.	Persistent	
muc_ads	Twitter	Advertising	Twitter advertising	2 Years	https://help.twitter.com/en/rules-and-policies/twitter-cookies
personalization_id		Advertising	This cookie tracks activities on and off Twitter for a personalized experience	2 Years	
sliguid	SalesLoft	Advertising	Internal website optimization	1 year	https://salesloft.com/cookie-policy/
slirequested		Advertising	Internal website optimization	1 year	
slireg		Advertising	registers users' behaviour, to optimize campaigns.	7 days	
site_identity		Advertising		1 year	
_fbp	Facebook	Advertising	Facebook Client ID	90 days	https://www.facebook.com/privacy/policy/?entry_point=data_policy_redirect&entry=Q
_fbc		Advertising	Facebook Click ID	90 days	
_uetvid	Bing	Advertising	This cookie is used for analytics	1 year	https://help.ads.microsoft.com/#apex/ads/en/_uetvid

Name	Source	Category	Description	Expiry	Relevant Links
_uetsid		Advertising	This cookie is used by Bing Ads to store and track visits across websites	1 day	
_uetsid_exp		Advertising	Contains the expiry-date for the local storage and cookie with corresponding name.	Persistent	
_uetvid_exp		Advertising	Contains the expiry-date for the local storage and cookie with corresponding name.	Persistent	
MUID		Advertising	This cookie stores Bing's visitor ID. This cookie is used for advertising, site analytics, and other operational purposes	1 year	
outbrain_cid_fetch	outbrain	Advertising	Conversion tracking		https://www.outbrain.com/privacy/cookies/
t_pt_gid	Taboola	Advertising	Taboola's attribution and reporting purposes, and to tailor recommendations to this specific user.	1 year	https://www.taboola.com/policies/cookie-policy
t_gid		Advertising		1 year	
tuuid	Demandbase	Advertising	This cookie is used for analytics and advertising services provided by	13 months	https://www.demandbase.com/cookie-policy/

Name	Source	Category	Description	Expiry	Relevant Links
			Demandbase products.		
tuuid_lu		Advertising	This cookie is used for analytics and advertising services provided by Demandbase products.	13 months	
__cfuid	Zendesk	Functional	_cfuid to support Cloudflare Rate Limiting (previous version)	30 minutes	
_cfuid		Functional	_cfuid for Rate Limiting Rules		
_zendesk_session		Functional	Stores account ID, route for internal service calls and the cross-site request forgery token.		
zendesk_thirdparty_test		Functional	Used during sign in on hostmapped accounts for cookie-restricted browsers. This is necessary for the workflow described here.	8 hours	
_zendesk_shared_session		Functional	Authentication cookie - set to be anonymous	8 hours	
_zendesk_authenticated		Functional	This is a flag set when a user is authenticated to display the most up-to-date content.	8 hours	

Name	Source	Category	Description	Expiry	Relevant Links
fs_lua	FullStory	Analytics	Captures the timestamp of the last user action.	30 minutes	https://help.fullstory.com/hc/en-us/articles/360020829513-Why-Fullstory-uses-First-Party-Cookies
fs_uid		Analytics	Capture cookies.	1 year	
ANONCHK	Microsoft	Analytics	Indicates whether MUID is transferred to ANID, a cookie used for advertising. Clarity doesn't use ANID and so this is always set to 0.	1 year	https://learn.microsoft.com/en-us/clarity/setup-and-installation/cookie-list
SRM_B		Analytics	Indicates whether MUID is transferred to ANID, a cookie used for advertising. Clarity doesn't use ANID and so this is always set to 0.	10 minutes	
CLID		Analytics	Identifies the first-time Clarity saw this user on any site using Clarity.		
MR		Analytics	Indicates whether to refresh MUID.	1 year	
_clsk		Analytics	Connects multiple page views by a user into a single Clarity session recording.	7 days	
_clck		Analytics	Persists the Clarity User ID and preferences,	1 day	

Name	Source	Category	Description	Expiry	Relevant Links
			unique to that site is attributed to the same user ID.		
mp_*_mixpanel	Mixpanel	Analytics	Measure site performance and usage patterns	1 year	
Calendly	Calendly	Necessary	Necessary to operate Calendly	Session	

See Google Analytics Privacy Notice at: <http://www.google.com/analytics/learn/privacy.html>.