

Cookie Types	Descriptions
Required Cookies	Cookies that are required for the web site to function
Customization Cookies	Cookies that personalize the experience for the web site, improving the experience
Analytics Cookies	Cookies that allow measurement and performance when users visit the web site, allowing the site to improve over time
Advertising Cookies	Cookies set by advertising partners to monitor performance

Advertising Cookies

Use Case	Cookie Name	Cookie Description
Google Ads	_ <gac>_property-id>< td=""> <td>Contains campaign related information for the user. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt-out.</td> </gac>_property-id><>	Contains campaign related information for the user. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt-out.
Google Ads	NID	This is used to show Google ads in Google services for signed-out users
Google Ads	IDE	This is used for Google Ads linking on non Google sites.
Google Ads	ANID	This is used for Google Ads linking on non Google sites.
Facebook	_fbp	This cookie is set by Facebook for the purpose of advertisement and analytics.
c212.net	c	Collects information that helps us understand how the Websites and Services are being used by our customers, how effective our marketing campaigns are, and to generate new marketing leads and insights.
LinkedIn	bcookie	To store browser details.
Youtube	VISITOR_INFO1_LIVE	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.
LinkedIn	UserMatchHistory	LinkedIn Ads ID syncing
Facebook	fr	Helps Facebook to provide you with more personalized advertisements, but also to measure and improve advertisements.
LinkedIn	li_sugr	To store browser details.

Analytics Cookies

Use Case	Cookie Name	Cookie Description
Google Analytics	_ <ga>< td=""> <td>Used to distinguish users.</td> </ga><>	Used to distinguish users.
Google Analytics	_ <gid>< td=""> <td>Used to distinguish users.</td> </gid><>	Used to distinguish users.
Google Analytics	_ <ga>_container-id>< td=""> <td>Used to persist session state.</td> </ga>_container-id><>	Used to persist session state.
Google Analytics	_ <gac>_gb>_container-id>< td=""> <td>Contains campaign related information. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt-out.</td> </gac>_gb>_container-id><>	Contains campaign related information. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt-out.
Google Analytics	_ <gat>< td=""> <td>Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_<property-id>.</td> </gat><>	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_<property-id>.
Google Analytics	AMP_TOKEN	Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service.
Google Analytics	__utma	Used to distinguish users and sessions. The cookie is created when the javascript library executes and no existing __utma cookies exists. The cookie is updated every time data is sent to Google Analytics.
Google Analytics	__utmt	Used to throttle request rate.
Google Analytics	__utmz	Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the __utmb cookie to determine whether the user was in a new session/visit.
Google Analytics	__utmz	Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics.
Google Analytics	__utmv	Used to store visitor-level custom variable data. This cookie is created when a developer uses the _setCustomVar method with a visitor level custom variable. This cookie was also used for the deprecated _setVar method. The cookie is updated every time data is sent to Google Analytics.
Google Analytics	__utmz	Used to determine a user's inclusion in an experiment.
Google Analytics	__utmxx	Used to determine the expiry of experiments a user has been included in.

Cookie Descriptions

Analytics Cookies

Use Case	Cookie Name	Cookie Description
Google Optimize	_gaexp	experiment, but typically 90 days. Used to determine a user's inclusion in an experiment and the expiry of experiments a user has been included in.
Google Optimize	_opt_awcid	Used for campaigns mapped to Google Ads Customer IDs.
Google Optimize	_opt_awmid	Used for campaigns mapped to Google Ads Campaign IDs.
Google Optimize	_opt_awgid	Used for campaigns mapped to Google Ads Ad Group IDs
Google Optimize	_opt_awkid	Used for campaigns mapped to Google Ads Criterion IDs
Google Optimize	_opt_utmc	Stores the last utm_campaign query parameter.
Google Optimize	_opt_expid	This cookie is created when running a redirect experiment. It stores the experiment ID, the variant ID and the referrer to the page that's being redirected.
HotJar	_hjClosedSurveyInvites	Hotjar cookie that is set once a user interacts with an External Link Survey invitation modal. It is used to ensure that the same invite does not reappear if it has already been shown.
HotJar	_hjDonePolls	Hotjar cookie that is set once a user completes a survey using the On-site Survey widget. It is used to ensure that the same survey does not reappear if it has already been filled in.
HotJar	_hjMinimizedPolls	Hotjar cookie that is set once a user minimizes an On-site Survey widget. It is used to ensure that the widget stays minimized when the user navigates through your site.
HotJar	_hjShownFeedbackMessage	Hotjar cookie that is set when a user minimizes or completes Incoming Feedback. This is done so that the Incoming Feedback will load as minimized immediately if the user navigates to another page where it is set to show.
HotJar	_hjSessionTooLarge	Causes Hotjar to stop collecting data if a session becomes too large. This is determined automatically by a signal from the WebSocket server if the session size exceeds the limit.
HotJar	_hjSessionRejected	If present, this cookie will be set to '1' for the duration of a user's session, if Hotjar rejected the session from connecting to our WebSocket due to server overload. This cookie is only applied in extremely rare situations to prevent severe performance issues.
HotJar	_hjSessionResumed	A cookie that is set when a session/recording is reconnected to Hotjar servers after a break in connection.
HotJar	_hjid	Hotjar cookie that is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.
HotJar	_hjRecordingLastActivity	This should be found in Session storage (as opposed to cookies). This gets updated when a user recording starts and when data is sent through the WebSocket (the user performs an action that Hotjar records).
HotJar	_hjTLDDTest	When the Hotjar script executes we try to determine the most generic cookie path we should use, instead of the page hostname. This is done so that cookies can be shared across subdomains (where applicable). To determine this, we try to store the _hjTLDDTest cookie for different URL substring alternatives until it fails. After this check, the cookie is removed.
HotJar	_hjUserAttributesHash	User Attributes sent through the Hotjar Identify API are cached for the duration of the session in order to know when an attribute has changed and needs to be updated.
HotJar	_hjCachedUserAttributes	This cookie stores User Attributes which are sent through the Hotjar Identify API, whenever the user is not in the sample. Collected attributes will only be saved to Hotjar servers if the user interacts with a Hotjar Feedback tool, but the cookie will be used regardless of whether a Feedback tool is present.
HotJar	_hjLocalStorageTest	This cookie is used to check if the Hotjar Tracking Script can use local storage. If it can, a value of 1 is set in this cookie. The data stored in _hjLocalStorageTest has no expiration time, but it is deleted almost immediately after it is created.
HotJar	_hjIncludedInPageviewSample	This cookie is set to let Hotjar know whether that user is included in the data sampling defined by your site's pageview limit.
HotJar	_hjIncludedInSessionSample	This cookie is set to let Hotjar know whether that user is included in the data sampling defined by your site's daily session limit.
HotJar	_hjAbsoluteSessionInProgress	This cookie is used to detect the first pageview session of a user. This is a True/False flag set by the cookie.
HotJar	_hjFirstSeen	This is set to identify a new user's first session. It stores a true/false value, indicating whether this was the first time Hotjar saw this user. It is used by Recording filters to identify new user sessions.
HotJar	_hjViewportId	This stores information about the user viewport such as size and dimensions.
HotJar	_hjRecordingEnabled	This is added when a Recording starts and is read when the recording module is initialized to see if the user is already in a recording in a particular session.
Qualtrics	userType	Tracks Qualtrics user type at login to Qualtrics software
Qualtrics	brandID	Tracks subdomain instance (usually Organization ID) at login to Qualtrics software
Qualtrics	_gid	Used to identify unique users - expires after 24 hours

Analytics Cookies

Use Case	Cookie Name	Cookie Description
Qualtrics	._ga_ZORM4JK167	Used to identify unique users - expires after 2 years
Qualtrics	QSI_SI_9WECynKj7daEsPr_intercept	Associated with Repeated Display Prevention - used to track whether we should display the Intercept on repeated user visits
Qualtrics	QSI_SI_7VEIDEktwBUIEXr_intercept	Associated with Repeated Display Prevention - used to track whether we should display the Intercept on repeated user visits
Qualtrics	q_marketing_utm_ref_tracking	Tracks referrer and page behavior to allow proper followup of form submissions
Qualtrics	._ga	Used to identify unique users
Qualtrics	QSI_SI_abGfb5kE5AiYY2F_intercept	Associated with Repeated Display Prevention - used to track whether we should display the Intercept on repeated user visits
LinkedIn	lidc	To facilitate data center selection
LinkedIn	s_tp	Tracks percent of page viewed
LinkedIn	s_tslv	Used to retain and fetch time since last visit
LinkedIn	s_ips	Tracks percent of page viewed
LinkedIn	mbox	Used to analyze the relevance of online content
LinkedIn	lang	Used to remember a user's language setting to ensure LinkedIn.com displays in the language selected by the user in their settings.
LinkedIn	_gcl_au	Used through Google Analytics to understand user interaction with the site and advertising
LinkedIn	lms_analytics	Used to identify LinkedIn Members in the Designated Countries for analytics
LinkedIn	s_plt	Tracks the time that the previous page took to load
Facebook	wd	Stores the browser window dimensions and is used by Facebook to optimise the rendering of the page
Facebook	datr	Used to identify the web browser being used to connect to Facebook independent of the logged in user
Twitter	G_ENABLED_IDPS	Allows single sign on from Google
Twitter	personalization_id	This cookie is set due for Twitter integration
Twitter	guest_id	This cookie is set due for Twitter integration
Qualtrics	QSI_HistorySession	This is a session cookie that stores what pages a visitor has visited for the current session.
HotJar	_hjSession{site_id}	A cookie that holds the current session data. This ensures that subsequent requests within the session window will be attributed to the same Hotjar session.
EpiServer	Epi_NumberOfVisits	This cookie is set for creating and analyzing number of visits in websites.
Qualtrics	QSI_SI_{id}_intercept	This cookie is used to track whether we should display the Intercept on repeated user visits.
Quantcast	__qca	To store and track audience reach.
LinkedIn	AnalyticsSyncHistory	Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries
Youtube	YSC	To Store and track interaction.

Customization Cookies

Use Case	Cookie Name	Cookie Description
EpiServer	epslanguage	Force a page to display in a specific language dynamically

Required Cookies

Use Case	Cookie Name	Cookie Description
Vertiv	timeZone	This is used to get the current time zone of the user to be used on the site.
In-site	ARRAffinitySameSite	This is used for load balancing to make sure the visitor page requests are routed to the same server in any browsing session.
In-site	ARRAffinity	This is used to control the effective loading of the website and to ensure that all user requests are directed to the same server in any browsing session.
In-site	__RequestVerificationToken	Cookie created to prevent Cross-Site Request Forgery attacks on submitted forms

Cookie Descriptions

Required Cookies

Use Case	Cookie Name	Cookie Description
ASP.NET	.ASPXANONYMOUS	This cookie is set by ASP.NET. The cookie is used to a unique ID for users to store tracking data within a session, anonymously.
ASP.NET	ASP.NET_SessionId	This cookie is a session cookie. The cookie is needed for the website to work.
Vertiv	role	The role/user group of the logged in user is saved on this cookie.
Vertiv	currentCountry	This is used to get the current country of the user based on its geolocation.
Vertiv	GDPR:OneTimeNewExpirationDate	This cookie marks that as aligned with the GDPR to set the cookie expiration to 1 year.
ASP.NET	.ASPXROLES	This cookie is used to help identify what roles the currently logged in user has on the site for their current session. No personal information is held in this cookie. This cookie will run for the duration of the session.
ASP.NET	.AspNet.Cookies	The relying party cookie (claims authentication mode) that is used to cache authentication information.
Vertiv	_euid	Used to save the encrypted user email of the currently logged in user.

Vertiv.com | Vertiv Headquarters, 1050 Dearborn Drive, Columbus, OH, 43085, USA

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