

### Cyberbit Cookie Chart

Category (Strictly Necessary, Functional/Preferences, Statistics, Marketing)	Cookie Name	Purpose	Validity	Owner
Strictly Necessary	BlGipServer#	Used to distribute traffic to the website on several servers in order to optimize response time	Session	3 <sup>rd</sup> Party
Strictly Necessary	Incap_ses_#	Preserves users states across page requests	Session	1 <sup>st</sup> Party
Strictly Necessary	local_storage_support_test	Used with the local storage function in the website (allows the website to load faster)	Persistent	3 <sup>rd</sup> Party
Strictly Necessary	PHPSESSID	Preserves user session state across page requests	Session	1 <sup>st</sup> Party
Strictly Necessary	Visid_incap_#	Preserves user session across page requests	1 Year	1 <sup>st</sup> Party
Strictly Necessary	Referrerc3_00e	unclassified	29 Days	1 <sup>st</sup> Party
Strictly Necessary	OptanonAlertBoxClosed	Cookie law compliance solution from OneTrust	Persistent	3 <sup>rd</sup> Party
Strictly Necessary	_gclxxxx	Google conversion tracking cookie	Persistent	3 <sup>rd</sup> Party
Strictly Necessary	OptanonConsent	Cookie compliance solution from OneTrust	Persistent	3 <sup>rd</sup> Party
Strictly Necessary	countryShow	Stores user's country	Persistent	1 <sup>st</sup> Party
Preferences	_icl_visitor_lang_js	Saves user's preferred language on the website	1 Year	1 <sup>st</sup> Party

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Preferences	lang	Remembers user's selected language version of a website	Session	1 <sup>st</sup> Party
Preferences	Wpml_browser_redirect_test	Saves user's preferred language on the website	Session	1 <sup>st</sup> Party
Preferences	ub-emb-id	Enables the website to make variations of the landing page	Persistent	3 <sup>rd</sup> Party
Preferences	RT	For podcast services	Persistent	3 <sup>rd</sup> Party
Statistics	_ga	Registers a unique ID used to generate statistical data on User's use of the website	2 Years	3 <sup>rd</sup> Party
Statistics	_gat	Used by Google Analytics to throttle request rate	1 Day	3 <sup>rd</sup> Party
Statistics	_gat_UA-	Registers a unique ID used to generate statistical data on User's use of the website	Persistent	3 <sup>rd</sup> Party
Statistics	_gid	Registers a unique ID used to generate statistical data on User's use of the website	1 Day	3 <sup>rd</sup> Party
Statistics	collect	Used to send data to Google Analytics about visitor's device and behavior	Session	3 <sup>rd</sup> Party
Marketing	cookies.js	For business podcasts platform	Session	3 <sup>rd</sup> Party
Marketing	__cf_bm	Used for marketing automation	Persistent	3 <sup>rd</sup> Party

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Marketing	_utmvc	Collect information on user behavior to optimize the relevance of advertisements on website	1 Day	3 <sup>rd</sup> Party
Marketing	_widgetsettings	Cookie set by Twitter allows the visitor to share content from the website on visitor's Twitter profile	Persistent	3 <sup>rd</sup> Party
Marketing	_fbp	Used by Facebook to deliver series of advertisement products	3 Months	3 <sup>rd</sup> Party
Marketing	_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency	3 Months	3 <sup>rd</sup> Party
Marketing	_mkto_trk	Contains data on visitor's behavior and website interaction	2 Years	3 <sup>rd</sup> Party
Marketing	__cfduid	For marketing automation software solution	Persistent	3 <sup>rd</sup> Party
Marketing	ads/ga-audiences	Used by Google AdWords to re-engage visitors	Session	3 <sup>rd</sup> Party
Marketing	bcookie	Used by LinkedIn for tracking the use of embedded services	2 Years	3 <sup>rd</sup> Party
Marketing	collect	Used by LinkedIn to collect data on user behavior and interaction in order to optimize website and advertisements relevancy	Session	3 <sup>rd</sup> Party
Marketing	Fr	Used by Facebook to deliver series of advertisement products	3 Months	3 <sup>rd</sup> Party
Marketing	GPS	Registers a unique ID on mobile devices to enable tracking based on geo GPS location	1 Day	3 <sup>rd</sup> Party

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Marketing	i/jot	Sets a unique ID that allows third party advertisements to target visitors with relevant ads	Session	3 <sup>rd</sup> Party
Marketing	reduxPersistIndex	unclassified	Persistent	3 <sup>rd</sup> Party
Marketing	i/jot/syndication	unclassified	Session	3 <sup>rd</sup> Party
Marketing	IDE	Used by Google DoubleClick to register user's action after viewing/clicking on ads	1 Year	3 <sup>rd</sup> Party
Marketing	lidc	Used by LinkedIn for tracking the use of embedded services	1 Day	3 <sup>rd</sup> Party
Marketing	lissc	Used by LinkedIn for tracking the use of embedded services	1 Year	3 <sup>rd</sup> Party
Marketing	test_cookie	Used to check if user's browser supports cookies	1 Day	3 <sup>rd</sup> Party
Marketing	tr	Used by Facebook to deliver series of advertisement products	Session	3 <sup>rd</sup> Party
Marketing	UserMatchHistory	Used by LinkedIn for tracking visitors in order to present relevant ads	29 Days	3 <sup>rd</sup> Party
Marketing	VISITOR_INFO1_LIVE	Used to estimate user's bandwidth on pages with integrated YouTube videos	179 Days	3 <sup>rd</sup> Party
Marketing	YSC	Registers a unique ID to keep statistics of YouTube videos seen by User	Session	3 <sup>rd</sup> Party

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Marketing	yt-remote-cast-installed	Stores user's video player preferences	Session	3 <sup>rd</sup> Party
Marketing	yt-remote-connected-devices	Stores user's video player preferences	Persistent	3 <sup>rd</sup> Party
Marketing	yt-remote-device-id	Stores user's video player preferences	Persistent	3 <sup>rd</sup> Party
Marketing	yt-remote-fast-check-period	Stores user's video player preferences	Session	3 <sup>rd</sup> Party
Marketing	yt-remote-session-app	Stores user's video player preferences	Session	3 <sup>rd</sup> Party
Marketing	yt-remote-session-name	Stores user's video player preferences	Session	3 <sup>rd</sup> Party

### Unbounce Cookies [for landing pages]

Category (Strictly Necessary, Functional/Preferences, Statistics, Marketing)	Cookie Name	Purpose
Strictly Necessary	ubvs	uniquely (but anonymously) identifies the visitor for future return visits. This cookie contains a visitor IP and timestamp
Strictly Necessary	ubpv	Page Variant Selection
Strictly Necessary	ubvt	External Tracking - identifies the visitor across sub-domains
Strictly Necessary	ubrs	Routing Strategy - indicates the logic used to select the variant to be served
Strictly Necessary	ub_tracking_id	- Page visitor for AMP pages. Set by amp-analytics