

Name	Category [1]	Expiry	Description
_csrf	Required	10 days	Cross-site request forgery protection
_csrf_token	Required	1 year	To prevent Cross Site Request Forgery (CSRF)
_splunk_rum_sid	Required	1 day	This is a site observability cookie that identifies/monitors site issues.
_ttp	Advertising	89 days	Tracks and analyzes the effectiveness of advertising campaigns run on TikTok.
_tt_enable_cookie	Advertising	89 days	Tracks and analyzes the effectiveness of advertising campaigns run on TikTok.
AnalyticsSynchistory	Advertising	30 days	This domain is owned by LinkedIn. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.",Used to store information about the time a sync took place with the lms_analytics cookie
analyze_beta_demo	Functional	180 days	Determines if user should get analyze demo tour
analyze_onboarding_carousel	Functional	1 year	Prevents analyze onboarding modal from appearing multiple times
anwebreqshare	Functional	90 days	Tracks visitors who have request access to a survey from the shared page. We disable the request button if they have already requested. Prevents survey owner from getting spam.
anwebreqshare	Functional	90 days	Keeps track of shared pages for which the user requested access to prevent multiple requests
apex__PKB2AB	Functional	99 days	Determines if user sees beta version of Analyze
apex__PKB2CB	Functional	99 days	Determines if user sees beta versions of create
apex__PKB2SID	Required	session	Session cookie for authentication
apex_sm	Required	session/14 days	This cookie is used to save the user's authentication state for the help center.
apex_sm_lang	Required	session	Store user's language preference for the session
apex_sm_SiteMsg	Functional	session	Determines whether a help center site message exists for a user
apex__surveymonkey	Functional	60 minutes	This cookie tracks the user's account info for use in help center and support requests
apex_uid	Required	session	Keeps a user logged into the help center
apex_gdpr	Functional	session	determines if we are in a GDPR country. Takes our country and compares it to a list of countries tied to GDPR.
attr_mp	Functional	4 months	Tracking of newly signed up users visiting marketing landing pages
attr_multitouch	Required	1 year	Used for session stitching (connecting multiple visits to our site) for multiple-source conversion attribution analysis - so that we understand user paths to conversion (sign up, paid conversion, upgrade, renewal, lead form submission) and to measure the efficacy of SurveyMonkey marketing in driving conversion.
attr_params	Required	1 year	This cookie is used for marketing attribution. It stores the values of campaign parameters so that we can measure the efficacy of SurveyMonkey marketing in driving conversion.
attr_utm	Functional	1 year	Cookie used to track users who view marketing pages
audience_upsell_14416	Functional	Browser Session	Triggers the audience upsell flow in Create in order to present Audience more prominently as a choice for response collection
auth	Required	session/1 hour/1	This cookie is used to redirect users to the appropriate language based subdomain or top level domain.
auth0	Required	3 days	Used to implement the Auth0 session layer
auth0_compat	Required	3 days	Fallback cookie for single sign-on on browsers that don't support the sameSite=None attribute
auth_guest	Required	10 days	This cookie is used to allow guest users to preview survey and leave comments
campaign_complete	Functional	30 days	When this cookie is set, users will not see other campaigns after they complete or close a Usabilla campaign. This cookie is set after the user completes a Usabilla campaign across create, collect, and commenting. This cookie adds dependencies across multiple Usabilla campaigns.
cdp_seg	Functional	90 days	Helps track behavior for segmentation
cfu	Functional	6 months	Cookie used to track user engagement

closed_template_views	Functional	1 year	This cookie is used for tracking total survey-closed page views
closed_templates_seen	Functional	1 year	This cookie is used for tracking which survey-closed pages this user has viewed
contribute_sess	Required	1 year	Required for SurveyMonkey Contribute user authentication across a session
create8010minimize	Functional	30 days	Determines whether to shorten the experimental tour
create8018quit	Functional	30 days	Prevents the experimental tour from showing
CSRF-TOKEN	Required	session	This cookie is to secure the Brand Tracker dashboards (prevents cross site request forgery).
CX_XXXXXXXX	Required	1 year	This cookie is used to determine if the embedded site collector popup should be shown
dashboard_password_<dashboard_ke	Required	1 day	Authorises user for password-protected dashboard
dashbreqshare	Functional	90 days	Keeps track of dashboards for which the user requested access to prevent multiple requests
did	Required	1 year	Device identification for attack protection.
did_compat	Required	1 year	Fallback cookie for anomaly detection on browsers that don't support the sameSite=None attribute
email_only_user	Functional	1 year	Tracks whether user should see email-only sign in page
endpage_test	Advertising	6 months	This cookie is used to split traffic between SurveyMonkey endpages and SurveyMonkey Contribute end pages
endpage_views	Functional	1 year	This cookie is used for tracking total endpage views
endpages_seen	Functional	1 year	This cookie is used for tracking which endpages the user has viewed
ep201	Required	30 min	These cookies are used to for load balancing site traffic and preventing site abuse.
ep202	Functional	90 days	This cookie is used for signup source attribution, event stitching, and assigning visitors to AB Testing. Internal health of business reporting, logging and AB testing assignments depend on this cookie being present
ep203	Required	90 days	Enables the system to uniquely identify browsers/devices for the purpose of mitigating account sharing. Identifies devices that could be account sharing which is not allowed under our terms of use.
EPQB_XXXXXXXX	Advertising	1 year	This cookie is used to customize the survey end page based on user demographics
fides_consent	Required	1 year	Stores user's consent preferences for the cookie consent banner.
ot_fides_mapping	Required	1 day	Maps cookie consent banner preferences from the previous consent banner tool (OneTrust) to the current banner tool (Ethyca/Fides)
fileDownload	Functional	session	Manages file download from group library
gclid	Advertising	30 days	Stores an identifier that associates Google Ads and Google Analytics user information.
gdpr_consent	Functional	1 year	Is added if a user from a GDPR country consents to the GDPR banner that shows on the bottom.
gdpr_consent_denied	Functional	1 week	Is added if a user from a GDPR country does not consent to the GDPR banner that shows on the bottom.
guardrail-complete-<collectorId>	Functional	Browser Local St	Keeps track of resolved guardrail violations on a given Audience project/collector
guardrail-errors-<collectorId>	Functional	Browser Local St	Keeps track of active guardrail violation errors on a given Audience project/collector
has_closed_automated_reminder_and	Functional	1 year	When this value is set, users will no longer see the automated reminder and thank you dialog more than once on page loads/refreshes after skipping the option or closing out of the dialog within a email collector upon scheduling their first message.
has_dismissed_comment_icon_popou	Functional	30 days	Prevents popout from appearing after user closes it
has_seen_share_modal_onboarding	Functional	session	Tracks whether users have seen share onboarding modal
hide_intro_dialog	Functional	1 year (previousl	Controls "Don't show again" checkbox in facebook messenger intro dialog
hide_offline_intro_dialog	Functional	session	Used to show or hide the kiosk mode intro dialog
hide-allowlist-sm-banner	Functional	1 year	Controls display of modal reminding users to set follow up emails to email collectors
hide-pending-message-banner	Functional	1 year	When this cookie is set, users will not see a banner explaining why messages sent from email collector are taking a long time to send.

hide-whitelist-sm-banner	Functional	1 year	When this cookie is set, users will not see a banner explaining to whitelist SurveyMonkey due to a sent email collector not actually being received by the intended recipient.
instant_response	Functional	90 days	Question should auto scroll when opening a survey via first question embedded in email collector
is_logged_in_fetch_request_domain	Functional	90 days	When leaving comment, records domain if it is different from survey domain. Seems to be related to the whitelabel surveys and survey preview
landing_page	Functional	30 days	Stores the url of the first page from the user's most recent visit to the SurveyMonkey website.
language	Functional	Browser Local St	Keeps track of the programming language selected for developer docs
legal_type	Functional	session	Tracks whether user is self-serve or enterprise to display different content in the new Legal Center
li_gc	Advertising	6 months	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.
logged_in_fetch_request_domain	Functional	1 year	Preview & Test for a survey creator. Used during the commenting flow
looker.session_renewable	Required	30 days	Tracks wheter user is logged in to Brand Tracker dashboards and if session is extendable.
m_opt	Functional	session	Prevents redirect to mobileweb if users switch to desktop. Set by mobilesvc
marmoset_cookie_name	Required	session / 10 min	Session cookie for the mobile version of the website (expires in 10 min) reset on subsequent requests which tracks Start Session events in Mixpanel. Removed when user signs out.
mobile_app	Required	session	Session cookie for the mobile version of the website
mp_attr	Functional	session	Determines whether the user has visited the marketing pages
MUID	Advertising	1 year	Bing Tracking
not_show_color_recommendation_age	Functional	session	Prevents the color suggestion dialog if the user toggles to not see the recommendations
P_XXXXXXXX	Required	1 year	This cookie is used to indicate if a pop up survey has been taken and prevent it from being taken again
PQT_{Encrypted_respondent_id}	Required	1 day	When a user takes a survey that has a payment question type, this cookie denotes the validity of the subsequent page, i.e. if the cookie exists the user is able to pay. Once it expires, the user is unable to make a payment as the payment page is no longer valid.
pricing_ab_new_users	Functional	session/1 year	Price testing
program	Functional	30 days	Stores the value of the SFDC campaign param from the user's most recent visit to the SurveyMonkey website.
project_snapshot	Functional	session/1 year	This cookie saves the project configuration for use later
qna-resp-metadata-popout	Functional	1 year	This cookie will be used to track if we should show the tooltip
rack.session	Required	30 days	Pertains to the Brand Tracker dashboard feature. This is a session management cookie that expires after 30 days unless persistent sessions are enabled.
recurrence-tooltip	Functional	1 year	Shows/hides the recurrence tooltip inside a web link collector
referrer_url	Functional	30 days	Stores the referrer from the user's most recent visit to the SurveyMonkey website.
research_ep	Functional	30 days	This cookie prevents s-page respondents from seeing our research endpage more than once in a 30-day period.
respondent_id	Functional	10 minutes	Keeps track of the navigation on the individual responses page
RP_Client_Token	1 day	Required	A client token received from the auth api to exchange with the current graph instance when a user takes a survey.
RP_XXXXXXXX	Required	90 days	This cookie is used to restrict a users to one response per survey
s_m_spage_commenting_tour_comme	Functional	1 year	Preview & Test for a survey creator. Flag to indicate that the user has received a tooltip explaining what turning commenting off has done to the user experience.

s_m_spage_commenting_tour_owner	Functional	1 year	Preview & Test for a survey creator. Flag to indicate that the user has seen the survey owner commenting tour. Used to determine if they have seen it and it should not be triggered again.
s_m_spage_commenting_tour_review	Functional	1 year	Preview & Test for a survey creator. Flag to indicate that the user has seen the survey reviewer commenting tour. Used to determine if they have seen it and it should not be triggered again.
s_m_spage_hide_preview_warning	Functional	1 year	Preview & Test for a survey creator. Option set by the user to hide or show the about page preview popup modal.
sa_show_fab	Functional	1 year	Prevents analyze sentiment analysis feature announcement bar from appearing multiple times
sa_show_popout	Functional	1 year	Prevents analyze sentiment analysis onboarding from appearing multiple times
sb-closed	Functional	1 year	Determines whether or not the user has closed the smart banner that links to the app store in our mobile experience.
sb-installed	Functional	1 year	Mobile experience optimizations.
seen_tbyb_fat_top_bar	Functional	1 days	Hides the top bar section that explains features are unlocked
session	Required	session	Used to prevent CSRF attacks
shared_page_password_<shared_view	Functional	1 day	Authorises user for password-protected shared view
shared_page_password_XXXXX	Required	1 day	Saves session for user visiting password protected Shared Results
shared_page_visitor_XXXXX	Functional	180 days	Determines if user has visited the shared results view
show_ar_off_survey	Functional	1 year	When a user turns Auto-renew off, the system sets this cookie to make sure we only show the "cancel auto-renew" survey once to eligible users.
show_ar_off_survey	Functional	1 year	We show a survey to users who go to the billing preference page and turn off auto renewal. We only want to show the survey once a year.
show_dashboard_popup	Functional	1 hour	This cookie is used to send selected users to an upgrade path.
signout_confirmation_seen	Functional	1 year	This cookie is used for tracking which sign out-confirmation pages this user has viewed
signout_confirmation_views	Functional	1 year	This cookie is used for tracking total sign out-confirmation page views
sitespect_banner	Functional	session/1 year	Tracking for sitespect
sm_*	Functional	30 days	Contains info on any polls the user has taken in the last 30 days. It's used by the survey research team to conduct research into public opinion about current events or election prediction.
sm_analyze_commenting_tour	Functional	1 year	Used to show or hide the commenting tour dialog
sm_analyze_commenting_tour	Functional	1 year	Prevents analyze commenting onboarding from appearing multiple times
sm_analyze_disable_survey_gallery_t	Functional	1 year	Record that if the user want to see the survey gallery welcome modal
sm_analyze_disable_survey_gallery_t	Functional	1 year	Hides survey gallery if the user checked the "stop showing modal" option
sm_analyze_word_cloud_tour	Functional	1 year	Prevents analyze word cloud onboarding from appearing multiple times
sm_ao_prediction_viewed_popout	Functional	1 day	Prevents answer options popout from appearing if user clicks on the all options option
sm_auto_scroll_modal	Functional	1 year	Hides a modal explaining the auto scroll feature
sm_commenting_cta	Functional	1 days	Hides commenting popup on Preview & Score page for subsequent visits after user dismisses it
sm_create_acc_key	Functional	1 days	Helps determine which create sidebar panel to open on page load
sm_create_followup_question_predicti	Functional	1 day	When this cookie is set, users will not see the follow-up question dialog while adding questions to their survey on the Design page. This cookie is set after the first time the user has seen the follow-up question dialog.
sm_create_quiz_question_added	Functional	1 year	Hides a tooltip explaining the quiz feature
sm_create_tour	Functional	1 year	Sets a user preference if cookie is present to not show the old tour modal.
sm_dashboard_announcement	Functional	1 year	Prevents dashboard announcement modal from appearing multiple times
sm_dc	Required	session/14 days	This cookie is required for routing the user to the correct data center.
sm_device_management_welcome	Functional	1 year	Shows/hides device management welcome modal
sm_discount_offer_accepted	Functional	1 day	Tracks user acceptance of discount offer to enable discount application at checkout.
sm_dv	Required	1 day	Enables account verification in a way that reduces traffic to AB testing which improves page load times.

sm_exit_intent_triggered	Functional	1 day	Prevents exit intent modal from re-appearing to users who have already seen it on the pricing page.
sm_exp_journey	Functional	30 days	Identifies when the user visits the "Connect" or "Collect" stage during survey creation so that we can surface a modal for user to continue where they left off in the previous session.
sm_gs_anon_resp_id	Functional	1 year	Captures global setting default set by primary admin for anonymous responses
sm_gs_resp_auth_bool	Functional	1 year	Captures global setting default set by primary admin for respondent authentication
sm_helpcenter_banners	Functional	session	Prevents site wide banners from appearing again after being dismissed.
sm_hww_XXXX	Functional	1 year	Prevents showing workgroup welcome modal more than once
sm_ir	Required	session	This cookie is used by instant results page to display certain data
sm_ir_mpid_cid	Functional	30 days	Analyse conversion traffic from affiliates
sm_library_show_modal	Functional	1 year	Shows/hides full library modal
sm_lite_library_show_modal	Functional	1 year	Shows/hides lite library modal
sm_manage_surveys_feedback_prom	Functional	1 year	Use localStorage entry to detect when user completes an ATLAS transfer or delete for the first time. It will be used to prompt GetFeedback pop-up.
sm_opa	Advertising	30 days	This cookie is used when a user comes to SurveyMonkey from a media partner for sales attribution.
sm_profile_questions_dismissed	Functional	session	user dismissed module asking them to answer profile questions
sm_profile_questions_dismissed	Functional	session	user dismissed module asking them to answer profile questions
sm_rec	Required	session/14 days	Stores unencrypted user data. Expiry time based on the "remember me" button on login.
sm_show_mobile_video_popout	Functional	1 day	Shows popout to user if in full background layout and the background type is video
sm_show_preview_conversation_popd	Functional	1 day	When this cookie is set, users will not see the popout on step 2 letting them know that they can only see the UI for conversational mode in preview and score page.
sm_switch_format	Functional	1 day	When this cookie is set, users will not see the confirmation dialog letting them know that they're updating the survey format from <old format> to <new format> on preview and score page of create.
sm_team_summary_ressharing_seen	Functional	1 year	This cookie is used to track whether we should show the survey ressharing modal or not.
sm_team_summary_welcome_seen	Functional	1 year	displays a new welcome modal for enterprise admins only once, about the new Power/Casual User seats. Upon dismissal, we won't show the welcome modal again till cookie expires
sm_video_onboarding_modal	Functional	1 year	Hides video onboarding modal
sm-team-splash-screen-library-dismiss	Functional	1 year	Determines whether an Enterprise user has disabled the introductory splash screen for the Team Asset Library page, and therefore whether to show the modal or not
smasm	Required	90 days	This cookie is used by our experiment platform to determine which currently active experiment variations a user has previously been exposed to.
smc	Functional	365 days	Ensure users are logged in across contribute and core. Removed on log out.
smcx_{{widget_id}}_last_shown_at	Functional	Session	smcx_{{widget_id}}_last_shown_at is dropped when a user is shown a popup invitation or widget or survey popup user interface, before any user interaction starts. It is used to prevent showing the same popup invitation or survey to the same browser instance after a user on that browser instance had already been given the opportunity to take the survey. Otherwise, in absence of special coding on the hosted website, users would be presented with the survey on every visit.
smexp	Required	30 minutes	This cookie is used by to determine which AB Testing a user has been exposed to in the last 30 minutes.
smf_logged_out_language	Functional	1 Year	Remembers logged out user's language preference
SMkyPaymentRetry	Functional	session	Cookie to send credit card customers in charge retry mode to billing pages.
smpoll	Functional	30 days	This cookie contains info on any polls the user has taken in the last 30 days. It's used by the survey research team to conduct research into public opinion about current events or election prediction.
spagereqshare	Functional	90 days	Used in survey preview and commenting

sso_enabled	Functional	1 year	Stores encrypted SSO group information for SSO notification on login and password reset
sso_user	Required	90 days	This cookie is used to determine if a user is a single sign on user
taken_template_seen	Functional	1 year	This cookie is used for tracking which survey-taken pages this user has viewed
taken_template_views	Functional	1 year	This cookie is used for tracking total survey-taken page views
tld_set	Functional	1 year	Used for cross domain authentication and running AB testing on users visiting the site on different top level domains
tld_user	Functional	1 year	Used for cross domain authentication and running AB testing on users visiting the site on different top level domains
tracking-shared-dashboard-session	Functional	24 hours	Enables a user to access the Brand Tracking dashboards multiple times within a 24 hour period without having to reenter the password after that day's initial log in.
ttc_complete	Functional	1 year	Keeps track of insights trends cards completed
ucs_sign_in_module	Functional	1 year	Used for UCS banner - pending deprecation
ucs_sign_in_promo	Functional	1 year	Used by UCS banner - pending deprecation
upgrade_browser_modal	Functional	1 days	This cookie prevents the unsupported browser warning from displaying multiple times
ut_ctatext	Functional	90 days	the text of the CTA the user clicks on
ut_engagestate	Functional	90 days	for tracking existing users, who may or may not be logged in, i.e. "create" state would mean the user has created a survey but not deployed.
ut_source	Functional	90 days	the value we use to track how a user moves throughout the marketing site. These values tell us what the user clicked on or what page they came from. Sample values include templates if they came from a templates page, or the component they clicked, i.e. header
ut_source2	Functional	90 days	the value we use to track how a user moves throughout the marketing site. These values tell us what the user clicked on or what page they came from. Sample values include templates if they came from a templates page, or the component they clicked, i.e. header
ut_source3	Functional	90 days	the value we use to track how a user moves throughout the marketing site. These values tell us what the user clicked on or what page they came from. Sample values include templates if they came from a templates page, or the component they clicked, i.e. header
utm_adgroup	Functional	30 days	Stores the value of the utm_adgroup param from the user's most recent visit to the SurveyMonkey website. Used to analyze performance of marketing campaigns.
utm_bu	Functional	30 days	Stores the value of the utm_bu param from the user's most recent visit to the SurveyMonkey website. Used to analyze performance of marketing campaigns.
utm_campaign	Functional	30 days	Stores the value of the utm_campaign param from the user's most recent visit to the SurveyMonkey website. Used to analyze performance of marketing campaigns.
utm_content	Functional	30 days	Stores the value of the utm_content param from the user's most recent visit to the SurveyMonkey website. Used to analyze performance of marketing campaigns.
utm_data	Functional	30 days	Stores the value of the utm_data param from the user's most recent visit to the SurveyMonkey website.
utm_device	Functional	30 days	Stores the value of the utm_device param from the user's most recent visit to the SurveyMonkey website.
utm_medium	Functional	30 days	Stores the value of the utm_medium param from the user's most recent visit to the SurveyMonkey website. Used to analyze performance of marketing campaigns.
utm_network	Functional	30 days	Stores the value of the utm_network param from the user's most recent visit to the SurveyMonkey website. Used to analyze performance of marketing campaigns.
utm_source	Functional	30 days	Stores the value of the utm_source param from the user's most recent visit to the SurveyMonkey website. Used to analyze performance of marketing campaigns.
utm_tag	Functional	30 days	Stores the value of the utm_tag param from the user's most recent visit to the SurveyMonkey website.
utm_term	Functional	30 days	Stores the value of the utm_term param from the user's most recent visit to the SurveyMonkey website. Used to analyze performance of marketing campaigns.

viewed_4878	Functional	30 days	This cookie is used by for AB testing to personalize a returning user's upgrade path
visited_preview_anon	Functional	session/1 year	Record that a person has visited the preview page while signed out. When they sign in, we record that this user visited the preview page anonymously and then delete le cookie.
x-sm-bypass-auth0-redirect	Required	10 seconds	Allows users to revert to the non-Auth0 driven login flow in case of password or email issues.
x-sm-permit-legacy-forgot	Required	1 hour	Allows users to revert to the non-Auth0 driven password reset flow.
OTVariant	Functional	179 days	This cookie is used to measure and optimize OneTrust CMP banner implementation
In_or	Advertising	0 days	used for advertising

Name	Expiry	Category	Third Party Name	Description
_dc_gtm_UA-xxxxxxx	1 year	Advertising	Google	This cookie is associated with sites using Google Tag Manager to load other scripts and code into a page. Where it is used it may be regarded as Strictly Necessary as without it, other scripts may not function correctly. The end of the name is a unique number which is also an identifier for an associated Google Analytics account.
_ga_C9NYX1KTR9	1 year	Advertising	Google	This cookie is associated with sites using Google Tag Manager to load other scripts and code into a page. Where it is used it may be regarded as Strictly Necessary as without it, other scripts may not function correctly. The end of the name is a unique number which is also an identifier for an associated Google Analytics account.
_ga_JMDBBLT4C7	1 year	Advertising	Google	This cookie is associated with sites using Google Tag Manager to load other scripts and code into a page. Where it is used it may be regarded as Strictly Necessary as without it, other scripts may not function correctly. The end of the name is a unique number which is also an identifier for an associated Google Analytics account.
_ga_YGSXJ1X7TC	1 year	Advertising	Google	This cookie is associated with sites using Google Tag Manager to load other scripts and code into a page. Where it is used it may be regarded as Strictly Necessary as without it, other scripts may not function correctly. The end of the name is a unique number which is also an identifier for an associated Google Analytics account.
_gat_UA-nnnnnnn-nn	1 year	Advertising	Google	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It appears to be a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.
__hs_do_not_track	13 months	Required	HubSpot	This cookie can be set to prevent the HubSpot tracking code from sending any information to HubSpot.
__hssc	30 minutes	Advertising	HubSpot	This cookie keeps track of sessions. This is used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie.
__hssrc	session	Advertising	HubSpot	Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser.
__hstc	13 months	Advertising	HubSpot	The main cookie for tracking visitors
__q_domainTest	session	Functional	Qualified	This is a cookie used in rare cases if Qualified is unable to detect the domain where Qualified is being instantiated. It is set and immediately unset.
__stripe_mid	10 minutes	Required	Stripe	Used to to aid in fraud detection. For example, this cookie data helps our fraud systems recognize the patterns of fraudulent actors and stops them prior to making a purchase in order to help protect your business.
__stripe_sid	1 year	Required	Stripe	Used to to aid in fraud detection. For example, this cookie data helps our fraud systems recognize the patterns of fraudulent actors and stops them prior to making a purchase in order to help protect your business.
__utma	13 months	Functional	Google Analytics	First party cookie set by third party script. Used to distinguish users and sessions
__utmb	30 minutes	Functional	Google Analytics	Used to determine new sessions and visits
__utmc	session	Functional	Google Analytics	Used for Google Analytics Functionality
__utmt	10 minutes	Functional	Google Analytics	Used to throttle request rates
__utmv	13 months	Functional	Google Analytics	Used to store visitor-level custom variable data
__utmz	6 months	Functional	Google Analytics	Stores the traffic source or camapin that explains how the user reached your site
_ce.gtlld	1 second	Advertising	Crazy Egg Inc	Used to identify the top level domain.
_ce.cch	1 second	Advertising	Crazy Egg Inc	Used to check if cookies can be added.
_ceg.s	3 months	Functional	Crazy Egg Inc	Track visitor sessions
_ceg.u	3 months	Functional	Crazy Egg Inc	Track visitors on your site
_cloudspongea	Immediately	Functional	Cloudsponge	Behavior tracking
_dc_gtm_<property-id>	1 minute	Required	Google Analytics	Used to throttle request rate.
_f_s__uid	session	Required	Ada	A FullStory cookie that identifies the visitor for Ada to replay sessions from users
_fb	90 days	Advertising	Facebook	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers

_fbp	90 days	Advertising	Facebook	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers
_ga	1 year	Required	Google Analytics	Used to distinguish users.
gac<property-id>	90 days	Rquired	Google Analytics	Contains campaign related information for the user.
_gat	1 minute	Required	Google Analytics	Used for Google Analytics Functionality
_gcl_au	90 days	Advertising	Google	Conversion Linker Tag used to track conversions beyond initial landing page.
_gcl_aw	90 days	Advertising	Google	Conversion Linker Tag used to track conversions beyond initial landing page.
_gcl_dc	90 days	Advertising	Google	Conversion Linker Tag used to track conversions beyond initial landing page.
_gid	24 hours	Required	Google Analytics	Used to distinguish users.
_GRECAPTCHA	session	Required	Google Recaptcha	This cookie enables Google ReCaptcha, which is used to maintain site security and prevent abuse.
_hjAbsoluteSessionInProgress	30 minutes	Functional	Hotjar	The cookie is set so Hotjar can track the beginning of the user's journey for a total session count. It does not contain any identifiable information.
_hjid	365 days	Functional	Hotjar	This cookie 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.
_hjIncludedInSample	365 days	Functional	Hotjar	This session cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate funnels.
kuid	180 days	Advertising	Krux Digital	unique identifier of users in Salesforce Audience Studio
_oref	1 month	Functional	Salesforce Live Agent	Used for the online chat widget
_pdst	1 year	Advertising	Spotify/Podsights	Podsights cookie used to track Hubspots podcast advertising results.
_pendo_meta.99ddf3e7-b2e8-40fb-5ed8-f14d1fecc9db	100 days	Functional	Pendo	Used to track a user's first visit, last visit and when the information was last updated.
_pendo_visitorId.99ddf3e7-b2e8-40fb-5ed8-f14d1fecc9db	100 days	Functional	Pendo	Used to store an anonymized user ID that Pendo uses to track a single user's clicks in AudienceWeb
_q_state_XXXXX	1 year	Functional	Qualified	Contains a number of attributes identifying the website visitor and his/her interaction with the Qualified Chat Messenger. This identifier is stored in the website visitor's browser as well as the Qualified Service
__Secure-ROLLOUT_TOKEN	179 days	Advertising	Youtube	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.
_session_id	14 days	Advertising	G2	When a visitor interacts with your G2 product profile and then your website (or vice versa), you receive data about the specific page visited, the duration between visits, and the firmographic information of the visitor. Unlike other, third-party methods of attribution tracking, Track Your Prospects does not track the activities of your customers across your website and does not report personally-identifiable information (such as name and address) back to G2.
_uetmsclkid	90 days	Advertising	Microsoft Bing	Microsoft Bing Ads Universal Event Tracking (UET) tracking cookie. Represents Microsoft Click ID, which is used to improve the accuracy of conversion tracking.
_uetsid	24 hours	Advertising	Microsoft Bing	Microsoft Bing Ads Universal Event Tracking (UET) tracking cookie. Represents a session ID. This cookie is used by Bing to determine what ads should be shown that may be relevant to the end user perusing the site.
_uetvid	14 days	Advertising	Microsoft Bing	Microsoft Bing Ads Universal Event Tracking (UET) tracking cookie. Represents a unique, anonymized visitor ID, assigned by UET, representing a unique visitor.
ada-embed_is-drawer-open	session	Required	Ada	Identifies whether or not the Ada window is currently opened
ajs_anonymous_id	1 year	Functional	Segment	These cookies are generally used for Analytics and help count how many people visit a certain site by tracking if you have visited before
ajs_group_id	1 year	Functional	Segment	These cookies track visitor usage and events within the website. Cookies in this domain have lifespan of 1 year.
ajs_user_id	1 year	Functional	Segment	This cookie helps track visitor usage, events, target marketing, and can also measure application performance and stability. Cookies in this domain have lifespan of 1 year.
AMP_beb2473154	1 year	Functional	Amplitude	Is used to store metadata such as user's device ID and user ID in Amplitude.

AMP_MKTG_beb2473154	1 year	Functional	Amplitude	Is used to store marketing metadata such as campaign IDs and source attribution in Amplitude.
AMP_TEST	session	Functional	Amplitude	Is used to determine if the Amplitude cookie can be written and is immediately deleted.
APISID	session	Functional	Google	Set by Google components - such as the GDrive folder picker or ReCaptcha. They appear to identify the user's Google account. They are required for these components to function properly.
ar_debug	29 days	Advertising	doubleclick.net	De-bugging cookie for Google Analytics
branch_session	Browser Session Storage	Advertising	Branch	Used for tracking mobile app downloads from specific Marketing Pages, and from powering the "text me the app" Functionality on said pages: https://www.surveymonkey.com/mp/text-me-the-app/ https://www.surveymonkey.com/mp/text-me-the-anywhere-app/
branch_session_first	Browser Local Storage	Advertising	Branch	Used for tracking mobile app downloads from specific Marketing Pages, and from powering the "text me the app" Functionality on said pages: https://www.surveymonkey.com/mp/text-me-the-app/ https://www.surveymonkey.com/mp/text-me-the-anywhere-app/
BRANCH_WEBSDK_KEYbranch_view_enabled	Browser Session Storage	Advertising	Branch	Used for tracking mobile app downloads from specific Marketing Pages, and from powering the "text me the app" Functionality on said pages: https://www.surveymonkey.com/mp/text-me-the-app/ https://www.surveymonkey.com/mp/text-me-the-anywhere-app/
builder-bot_ada_chap_rollout_group	local storage	Required	Ada	Determines whether the user should see the Ada widget according to our rollout percentage
builder-bot_ada_chap_rollout_last_prob	local storage	Required	Ada	Probability percentage assigned to user to decide whether the user should see the Ada widget
capterra	30 days	Functional	Capterra	Conversion Tracking for Marketing Attribution
ce_visitor_id	session	Functional	Crazy Egg Inc	Used to identify visitor
cebs	session	Functional	Crazy Egg Inc	Used to track the current user session internally.
_ce.s	1 year	Functional	Crazy Egg Inc	Track a recording visitor session unique ID, tracking host and start time
_ce.irv	session	Functional	Crazy Egg Inc	Used to store isReturning value during the session
_ce.clock_data	1 day	Advertising	Crazy Egg Inc	Store the difference in time from the server's time and the current browser.
_ce.clock_event	1 day	Advertising	Crazy Egg Inc	Prevent repeated requests to the Clock API (see below).
_CEFT	1 day	Advertising	Crazy Egg Inc	Helps to track user sessions and preferences.
cean	1 month	Functional	Crazy Egg Inc	Anonymous ID number
cebsp_	session	Functional	Crazy Egg Inc	Used to track the current user session internally
_cf_bm	1 year	Required	CloudFlare	The __cf_bm cookie is a cookie necessary to support Cloudflare Bot Management, currently in private beta. As part of our bot management service, this cookie helps manage incoming traffic that matches criteria associated with bots.
_cfuid	1 year	Required	CloudFlare	The _cfuid cookie is used by Cloudflare to distinguish individual users who share the same IP address for the purpose of enforcing rate limiting rules.
chatter	local storage	Required	Ada	This is a CloudFoundry cookie
CMID	362 days	Advertising	Casale Media	linked to advertising and tracking the products users were looking at. This domain is owned by Casale Media. The main business activity is: Advertising
CMPRO	87 days	Advertising	Casale Media	linked to advertising and tracking the products users were looking at. This domain is owned by Casale Media. The main business activity is: Advertising
CMPS	87 days	Advertising	Casale Media	linked to advertising and tracking the products users were looking at. This domain is owned by Casale Media. The main business activity is: Advertising
created	local storage	Required	Ada	Time when the chat starts to determine when the chat should refresh
csrf	local storage	Required	Ada	for cross site request forgery
cto_lwid	1 year	Advertising	Google	This cookie is used by Google DoubleClick for Advertising
guest-session	1 hour	Functional	Chilipiper	This cookie is set by Chilipiper, a scheduling app used by our sales team, and is used for login authentication
hid	session	Advertising	Tableau	A cookie for Criteo which is potentially used in Tableau
HSID	session	Functional	Google	Set by Google components - such as the GDrive folder picker or ReCaptcha. They appear to identify the user's Google account. They are required for these components to function properly.

hubspotutk	13 months	Advertising	HubSpot	This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts.
intercom-id-[app_id]	9 months	Functional	Intercom	Anonymous visitor identifier cookie. As people visit your site they get this cookie
intercom-session-[app_id]	1 week	Functional	Intercom	Identifier for each unique browser session. This session cookie is refreshed on each successful logged-in ping, extending it to 1 week from that moment. The user can access their conversations and have data communicated on logged out pages for 1 week, as long as the session isn't intentionally terminated with 'Intercom('shutdown')', which usually happens on logout
JSESSIONID	Session	Required	New Relic	Used to identify unique sessions for New Relic analytics.
li_fat_id	1 month	Advertising	LinkedIn	Member indirect identifier for conversion tracking, retargeting, analytics
li-oatml	1 month	Advertising	LinkedIn	Member indirect identifier for conversion tracking, retargeting, analytics
liveagent_chatted	1 year	Functional	Salesforce Live Agent	Used for the online chat widget
liveagent_ptid	1 month	Functional	Salesforce Live Agent	Used for the online chat widget
liveagent_sid	1 year	Functional	Salesforce Live Agent	Used for the online chat widget
liveagent_vc	1 month	Functional	Salesforce Live Agent	Used for the online chat widget
mp_HASH_mixpanel	1 year	Functional	MixPanel	Used for analytics data for mobile visitors.
NID	session	Functional	Google	The NID cookie contains a unique ID Google uses to remember your preferences and other information, such as your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20)
NRAGENT	Session	Required	New Relic	Used to facilitate cross-domain communication to the New Relic collector endpoint. Responsible for correlation of transaction traces with browser traces. Only used on legacy Browser integration.
NREUM	Session	Required	New Relic	Used to provide performance data for browsers that do not support the Navigation Timing API.
nsr	session	Required	Stripe	Used to aid in fraud detection. For example, this cookie data helps our fraud systems recognize the patterns of fraudulent actors and stops them prior to making a purchase in order to help protect your business.
opt_out		364 Advertising	Nativo	This domain is owned by Nativo. The company provides a range of marketing and advertising services.
optimizelyPendingLogEvents	15 seconds	Functional	Optimizely	Used as a cache for a visitor's actions between tracking calls. This ensures that all events are efficiently tracked even if a visitor takes many actions in rapid succession. The cookie is wiped once the tracking call has been made.
parentOrigin	session	Required	Ada	Identifies the parent site in which Ada was opened on
ps_partner_key	90 days	Advertising	PartnerStack	Partner key is the unique identifier of the partner that referred a customer. The cookie ps_partner_key is a Base64 encoded version of the partner's partner key.
ps_xid	90 days	Advertising	PartnerStack	This value is the unique identifier that PartnerStack uses as a reference to the click event through the Partner's link.
pusherTransportTLS	local storage	Required	Ada	Functional storage for real-time communication from Ada bots (API) to client Chat
_px3	1 day	Required	PerimeterX (now HUMAN)	Cookie by PerimeterX (now HUMAN) which helps protect websites from automated attacks (like bots) by tracking user behavior and identifying suspicious activity; essentially, it's a security cookie used to verify if a user is a legitimate human and not a malicious bot trying to access a website.
qualified_session	session	Functional	Qualified	Identifies a user of the Qualified Application's (this is a Qualified user using the Qualified application) login to the Qualified Application. This cookie isn't set on website visitors. This cookie is only used to ensure users using the Qualified application can log into the service.
receive-cookie-deprecation	179 days	Advertising	DoubleClick (Google)	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Google's real time bidding advertising exchange
SAPISID	session	Functional	Google	Security cookies to authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorized parties.
SID	session	Functional	Google	Security cookies to authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorized parties.
SIDCC	session	Functional	Google	Security cookies to authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorized parties.
Snap*	100 days	Functional	SnapEngage	Used for the online chat widget
SSID	session	Functional	Google	Set by Google components - such as the GDrive folder picker or ReCaptcha. They appear to identify the user's Google account. They are required for these components to function properly.

tableau_locale	session	Functional	Tableau	Tableau Server is localized into multiple languages. Server language and locale settings impact how this affects users. The Language setting controls user interface (UI) items such as menus and messages.
tableau_public_negotiated_locale	session	Functional	Tableau	Tableau Server is localized into multiple languages. Server language and locale settings impact how this affects users. The Language setting controls user interface (UI) items such as menus and messages.
TDID	1 year	Advertising	The Trade Desk	Used to recognize web-browser profiles over time across sites
tfpai	1 day	Advertising	Teads.tv	This tag is used for our display campaigns.
tfpsi	1 day	Advertising	Teads.tv	This tag is used for our display campaigns.
tv_UIDM	13 months	Advertising	Tremor Video	This domain is owned by Tremor Video which provides a marketplace for online video based cross-device advertising.
tvid	362 days	Advertising	Tremor Video	This domain is owned by Tremor Video which provides a marketplace for online video based cross-device advertising.
DEVICE_INFO	179 days	Advertising	Youtube	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.
li_sugr	90 days	Advertising	LinkedIn	Used to make a probabilistic match of a user's identity outside the Designated Countries
oribi_cookie_test	session	Advertising	Oribi	To determine if tracking can be enabled on a current domain
oribili_user_guid	1 year	Advertising	Oribi	Used to count unique visitors to a website
AWSALBTG	4 days	Advertising	Amazon	Cookie is placed by Amazon Application Load Balancer to provide load balancing functionality
AWSALBTGCORS	4 days	Advertising	Amazon	Cookie is placed by Amazon Application Load Balancer to provide load balancing functionality
ktcid	362 days	Advertising	Kargo	this is a pixel used to target a combination of publisher signals that will allow Momentive to track interest groups
_rdt_em	Session	Advertising	Reddit	Reddit tracking cookie.
_rdt_cid	Session	Advertising	Reddit	Reddit tracking cookie.
VISITOR_PRIVACY_METADATA	13 months	Advertising	Youtube	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.

[1] See Categories tab for definitions