Category	Name of Cookie	Purpose	Expiration
Performance	_ga	This helps us count how many people visit the website by tracking if you've visited it before	2 years
	_gat	This is used to manage the rate that page view request are made	10 minutes
	_gid	Registers a unique ID that is used to generate statistical data	2 years
	__smToken	Determines if the visitor is logged in or not	1 year
	Collect	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks visitor across devices and marketing channels	Session
Preference	NID	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), and whether or not you wish to have Google's Safe-Search filter turned on.	6 months
	ANID	Set by Google. This cookie sets a unique ID to remember your preferences and other information such as website statistics and track conversion rates. This cookie set by a third party (DoubleClick) are used for serving targeted advertisements that are relevant to you across the web. Targeted advertisements may be displayed to you based on your previous visits to this website. For example, advertisements about a topic you have expressed an interest in while browsing our site may be displayed t you across the web. In addition, this cookie measures the conversion rate of ads presented to the user.	1 week
	1P_JAR	Set by Google. This cookie sets a unique ID to remember your preferences and other information such as website statistics and track conversion rates.	1 week
	DV	Collect information about how visitors use our site.	Session

Necessary	_cfduid	is used to identify individual clients behind a shared IP address and apply security settings on a per-client basis.	1 year
	__smVID	sign-up function on website, provided by sumo.com	29 days
	__smSessionId		1 day
	rc::a	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	Persistent
	rc::b		session
	rc::c		session
Marketing	cto_lwid	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that the visitor is shown the same advertisement.	
	IDE	Used by DoubleClick to register and report the website user's actins after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficiency of an ad and to present targeted ads to the user.	persistent
	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	1 year
	tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
	fr		Session
	consent	used to track users consent and eventually to avoid repeating the short disclosure in future pages and future visits.	3 months
	ads/ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	1 month