COOKIES CHART

Cookie Name	Provider	Type of Cookie	When is the cookie set?	How long does they cookie stay on my device?
_hs_opt_out	HubSpot	Necessary cookie - Essential cookies that do not require consent	This cookie is set when you give visitors the choice to opt out of cookies. It contains the string "yes" or "no".	It expires in 6 months.
_hs_do_not_track	HubSpot	Necessary cookie - Essential cookies that do not require consent	This cookie can be set to prevent the tracking code from sending any information to HubSpot. It contains the string "yes".	It expires in 6 months.
_hs_initial_opt_in	HubSpot	Necessary cookie - Essential cookies that do not require consent	This cookie is used to prevent the banner from always displaying when visitors are browsing in strict mode. It contains the string "yes" or "no".	It expires in seven days
_hs_cookie_cat_pref	HubSpot	Necessary cookie - Essential cookies that do not require consent	This cookie is used to record the categories a visitor consented to. It contains data on the consented categories.	It expires in 6 months.

hs_ab_test	HubSpot	Necessary cookie - Essential cookies that do not require consent	This cookie is used to consistently serve visitors the same version of an A/B test page they've seen before. It contains the id of the A/B test page and the id of the variation that was chosen for the visitor.	It expires at the end of the session.
<id>key	HubSpot	Necessary cookie - Essential cookies that do not require consent	When visiting a password-protected page, this cookie is set so future visits to the page from the same browser do not require login again.The cookie name is unique for each password-protected page. It contains an encrypted version of the password so future visits to the page will not require the password again.	It expires in 14 days.
hs-messages-is-open	HubSpot	Necessary cookie - Essential cookies that do not require consent	It is set in your visitor's browser when they start a new chat, and resets to re-close the widget after 30 minutes of inactivity. If your visitor manually closes the chat widget, it will prevent the widget from re-opening on subsequent page loads in that browser session for 30 minutes. It contains a boolean value of True if present.	It expires in 30 minutes.
hs-messages-hide-welcome-message	HubSpot	Necessary cookie - Essential cookies that do not require consent	This cookie is used to prevent the chat widget welcome message from appearing again for one day after it is dismissed. It contains a boolean value of True or False.	It expires in one day.
__hsmem	HubSpot	Necessary cookie - Essential cookies that do not require consent	This cookie is set when visitors log in to a HubSpot-hosted site. It contains encrypted data that identifies the membership user when they are currently logged in.	It expires in one year.

hs-membership-csrf	HubSpot	Necessary cookie - Essential cookies that do not require consent	This cookie is used to ensure that content membership logins cannot be forged. It contains a random string of letters and numbers used to verify that a membership login is authentic	It expires at the end of the session.
hs_langswitcher_choice	HubSpot	Necessary cookie - Essential cookies that do not require consent	This cookie is used to save a visitor's selected language choice when viewing pages in multiple languages. It is set when a visitor selects a language from the language switcher and is used as a language preference to redirect them to sites in their chosen language in the future if they are available. It contains a colon delimited string with the ISO 639 language code choice on the left and the top level private domain it applies to on the right. An example will be "EN-US:hubspot.com".	It expires in two years.
__cfruid	HubSpot	Necessary cookie - Essential cookies that do not require consent - Cloudflare cookies	This cookie is set by HubSpot's CDN provider because of their rate limiting policies. https://community.cloudflare.com/t/what-does-cfruid-cookie-do/65510	It expires at the end of the session
__cf_bm	HubSpot	Necessary cookie - Essential cookies that do not require consent - Cloudflare cookies	This cookie is set by HubSpot's CDN provider and is a necessary cookie for bot protection.	It expires in 30 minutes

__hstc	HubSpot	Analytics cookies - Non-essential cookies controlled by the cookie banner. User can opt out of these cookies by not giving consent	The main cookie for tracking visitors. It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	It expires in 6 months.
hubspotutk	HubSpot	Analytics cookies - Non-essential cookies controlled by the cookie banner. User can opt out of these cookies by not giving consent	This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts. It contains an opaque GUID to represent the current visitor.	It expires in 6 months.
__hssc	HubSpot	Analytics cookies - Non-essential cookies controlled by the cookie banner. User can opt out of these cookies by not giving consent	This cookie keeps track of sessions. This is used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie. It contains the domain, view Count (increments each pageView in a session), and session start timestamp.	It expires in 30 minutes.

__hssrc	HubSpot	Analytics cookies - Non-essential cookies controlled by the cookie banner. User can opt out of these cookies by not giving consent	Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser. If this cookie does not exist when HubSpot manages cookies, it is considered a new session. It contains the value "1" when present.	It expires at the end of the session.
lms_analytics	LinkedIn	Analytics and Research	Used to identify LinkedIn Members off LinkedIn for analytics	30 days
AnalyticsSyncHistory	LinkedIn	Analytics and Research	Used to store information about the time a sync took place with the lms_analytics cookie	30 days
queryString	LinkedIn	Analytics and Research	This cookie is used to persist marketing tracking parameters	15 days
SID	LinkedIn	Analytics and Research	Used to determine what a visitor is doing before they convert on a LinkedIn microsite	Session
VID	LinkedIn	Analytics and Research	ID associated with a visitor to a LinkedIn microsite which is used to determine conversions for lead gen purposes	1 year
UserMatchHistory	LinkedIn	Personalized Advertising	Used for id sync process. It stores the last sync time to avoid repeating the syncing process in a frequent manner	30 days
lms_ads	LinkedIn	Personalized Advertising	Used to identify LinkedIn Members off LinkedIn for advertising	30 days
li_sugr	LinkedIn	Personalized Advertising	Used to make a probabilistic match of a user's identity outside the Designated Countries	90 days

U	LinkedIn	Personalized Advertising	Browser Identifier for users outside the Designated Countries	3 months
_guid	LinkedIn	Personalized Advertising	Used to identify a LinkedIn Member for advertising through Google ads	90 days
recent_history	LinkedIn	Functional	Used to remember URLs visited by the guest to show the pages back where they left off	90 days
sharebox-suggestion	LinkedIn	Functional	Displays a banner that provides help text to first time users of the Elevate share box	Session
lss_bundle_viewer	LinkedIn	Functional	Stores consent when a user agrees to view a Smart Links link	1 month
interstitial_page_reg_oauth_url	LinkedIn	Functional	Stores the referring page to ensure the Authentication screen displays correctly	1 day
_ga	Google Analytics	Functional / Analytics	Used to distinguish users.	2 years
_ga_<container-id>	Google Analytics	Functional / Analytics	Used to persist session state.	2 years
_gid	Google Analytics	Analytics	Used to distinguish users.	24 hours
_gat	Google Analytics	Analytics	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_<property- id>.	1 minute
AMP_TOKEN	Google Analytics	Analytics	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.	30 seconds to 1 year
gac<property-id>	Google Analytics	Analytics	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	90 days

__utma	Google Analytics	Analytics	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.	2 years from set/update
__utmt	Google Analytics	Analytics	Used to throttle request rate.	10 minutes
__utmb	Google Analytics	Analytics	Used to determine new sessions/visits. The cookie is created when the javascript library executes and no existing __utmb cookies exists. The cookie is updated every time data is sent to Google Analytics.	30 mins from set/update
__utmc	Google Analytics	Analytics	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.	End of browser session
__utmz	Google Analytics	Analytics	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.	6 months from set/update
__utmv	Google Analytics	Analytics	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.	2 years from set/update
_gaexp	Google Analytics	Optimize	Used to determine a user's inclusion in an experiment and the expiry of experiments a user has been included in.	Depends on the length of the experiment, but typically 90 days.
_opt_awcid	Google Analytics	Optimize	Used for campaigns mapped to Google Ads Customer IDs	24 hours

_opt_awgiid	Google Analytics	Optimize	Used for campaigns mapped to Google Ads Customer IDs	24 hours
_opt_awkid	Google Analytics	Optimize	Used for campaigns mapped to Google Ads Customer IDs	24 hours
_opt_utmc	Google Analytics	Optimize	Stores the last utm_campagin query parameter	24 hours
_opt_expid	Google Analytics	Optimize	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.	10 Seconds
messageUkt	HubSpot		This cookie is used to recognize visitors who chat with you via the chatflows tool. If the visitor leaves your site before they're added as a contact, they will have this cookie associated with their browser. The messagesUtk cookie will be treated as a necessary cookie.	It expires after 6 months.
hubspotapi	HubSpot		This cookie allows the user to access the app with the correct permissions. the cookie itself is short-lived (5mins), but the authorization will persist for 28 days if "remember me" is checked, or for 7 days if not checked. After that, we make the user login again.	Session
hubspotapi-csrf	HubSpot		This is used for CSRF prevention - preventing third party websites from accessing your data.	Expires after a year.
_ga	HubSpot		Contains a unique identifier used by Google Analytics 4 to determine that two different hits during browser sessions belong to the same user.	Expires after 2 years
NPS_d5cc225c_last_seen	HubSpot			
_hstc	HubSpot		This cookie name is associated with websites built on the HubSpot platform. This is the most important cookie for the	13 months

			tracking of visitors. It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increases for each subsequent session)	
IR_PI	HubSpot		record customer information in accordance with laws and regulations.	13 months
IR_gbd	HubSpot		to track traffic and sales from affiliate users.	Session
_cf_bm	HubSpot		This cookie is set by HubSpot's CDN provider and is a necessary cookie for bot protection.	Expires after 30 mins
_gid	HubSpot			
_pdst	HubSpot			
_hssrc	HubSpot		Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser. If this cookie does not exist when HubSpot manages cookies, it is considered a new session. It contains the value "1" when present.	Session
_hs_cookie_cat_pref	HubSpot		This cookie is used to record the categories a visitor consented to. It contains data on the consented categories.	It expires in 6 months.
_ttp	HubSpot			
_cov_r	HubSpot			
hubspotapi-prefs	HubSpot		This is used with the hubspotapi cookie to remember whether the user checked the "remember me" box (controls the expiration of the main cookie's authentication). Expires after a year.	Expires after a year..
messagesUkt	HubSpot		This cookie is used to recognize visitors who chat with you via the chatflows tool. If	6 months

			the visitor leaves your site before they're added as a contact, they will have this cookie associated with their browser.	
_conv_s	HubSpot			
_cov_v	HubSpot			Session
_gcl_au	HubSpot			
_rdt_uuid	HubSpot			
_hs_opt_out	HubSpot		This cookie is used by the opt-in privacy policy to remember not to ask the visitor to accept cookies again. This cookie is set when you give visitors the choice to opt out of cookies. It contains the string "yes" or "no	It expires in 6 months.
_tt_enable_cookie	HubSpot			
__pdst	app.hubspot.com			
__hssc	.risk-strategies.com	Analytics cookies - Non-essential cookies controlled by the cookie banner. User can opt out of these cookies by not giving consent	This cookie keeps track of sessions. This is used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie. It contains the domain, view Count (increments each pageView in a session), and session start timestamp.	It expires in 30 minutes.
__hstc	.risk-strategies.com	HubSpot - Analytics cookies - Non-essential cookies controlled by the cookie	The main cookie for tracking visitors. It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	It expires in 6 months.

		banner. User can opt out of these cookies by not giving consent		
_gat	.risk-strategies.com	Google Analytics	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_<property- id>.	1 minute
__cf_bm	.learn.risk-strategies.com	HubSpot - Necessary cookie - Essential cookies that do not require consent - Cloudflare cookies	This cookie is set by HubSpot's CDN provider and is a necessary cookie for bot protection.	It expires in 30 minutes
__utma	.risk-strategies.com	Google Analytics	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.	2 years from set/update
hubspotutk	.hsforms.com	HubSpot - Analytics cookies - Non-essential cookies controlled by the cookie banner. User can opt out of these cookies by	This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts. It contains an opaque GUID to represent the current visitor.	It expires in 6 months.

		not giving consent		
_gid	.risk-strategies.com	Google Analytics	Used to distinguish users.	24 hours
hubspotutk	.risk-strategies.com	HubSpot - Analytics cookies - Non-essential cookies controlled by the cookie banner. User can opt out of these cookies by not giving consent	This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts. It contains an opaque GUID to represent the current visitor.	It expires in 6 months.
_conv_v	.hubspot.com			
__hstc	.hsforms.com	HubSpot - Analytics cookies - Non-essential cookies controlled by the cookie banner. User can opt out of these cookies by not giving consent	The main cookie for tracking visitors. It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	It expires in 6 months.
_ga	.risk-strategies.com	Google Analytics	'AEC' cookies ensure that requests within a browsing session are made by the user, and not by other sites. These cookies prevent malicious sites from acting on	lasts for 6 months

			behalf of a user without that user's knowledge.	
__cf_bm	.hubspot.com	HubSpot - Necessary cookie - Essential cookies that do not require consent - Cloudflare cookies	This cookie is set by HubSpot's CDN provider and is a necessary cookie for bot protection.	It expires in 30 minutes
_conv_r	.hubspot.com	HubSpot	This cookie holds the referral data for the current visitor. This is overwritten each time a visitor comes from a new referrer. This cookie is set with an expiration of a couple seconds. Then, on the page where it's redirecting, that cookie is used to store stats.	
__cfruid	.learn.risk-strategies.com	HubSpot - Necessary cookie - Essential cookies that do not require consent - Cloudflare cookies	This cookie is set by HubSpot's CDN provider because of their rate limiting policies. https://community.cloudflare.com/t/what-does-cfruid-cookie-do/65510	It expires at the end of the session
1P_JAR	.gstatic.com	Google Analytics	his cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	It ends 30 days after the end of the session
__hs_opt_out	.hubspot.com	HubSpot	This cookie is set when you give visitors the choice to opt out of cookies.	It expires in 6 months.

hubspotapi-csrf	.hubspot.com	HubSpot	This is used for CSRF prevention - preventing third party websites from accessing your data.	Expires after a year.
__hssrc	.risk-strategies.com	HubSpot - Analytics cookies - Non-essential cookies controlled by the cookie banner. User can opt out of these cookies by not giving consent	Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser. If this cookie does not exist when HubSpot manages cookies, it is considered a new session. It contains the value "1" when present.	It expires at the end of the session.
__utmz	.risk-strategies.com	Google Analytics	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.	6 months from set/update
CID	.risk-strategies.com	HubSpot	to track traffic and sales from affiliate users.	Session
1P_JAR	Google Analytics		Cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	It ends 30 days after the end of the session
AEC	Google Analytics		'AEC' cookies ensure that requests within a browsing session are made by the user, and not by other sites. These cookies prevent malicious sites from acting on behalf of a user without that user's knowledge.	lasts for 6 months
APISID	Google Analytics		These cookies are used by Google to display personalized advertisements on	2 years

			Google sites, based on recent searches and previous interactions	
DV	Google Analytics		These cookies are used to collect information about how visitors use the Site and use the information to compile reports and to help improve the Site.	End of browser session
HSID	Google Analytics	Security	contain digitally signed and encrypted records of a user's Google Account ID and most recent sign-in time. The combination of these cookies allows Google to block many types of attack, such as attempts to steal the content of forms submitted in Google services.	30 mlns
NID	Google Analytics		NID' or 'ENID' in their browsers, depending on their cookies choices. These cookies are used to remember your preferences and other information, such as your preferred language, how many results you prefer to have shown on a search results page (for example, 10 or 20), and whether you want to have Google's SafeSearch filter turned on.	13 months
OTZ	Google Analytics	Advertising	Cookie used by Google Analytics that provides an aggregate analysis of Website visitors.	Expires after 1 month
SAPISID	Google Analytics		These cookies are used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions. HSID, SSID, APISID and SAPISID cookies enable Google to collect user information for videos hosted by YouTube.	2 Years
_ga	Google Analytics	Functional / Analytics	Used to distinguish users.	2 years
_gid	Google Analytics	Analytics	Used to distinguish users.	24 hours

visitorid	.ws.zoominfo.com	Performance	It's a 3rd party cookie for tracking visitors on the website and maintaining a unique visitor identifier.	730 days
_pxhd	.zoominfo.com	Zoominfo Script	Related to the perimeter X security layer	5 minutes
_px3	.zoominfo.com	Zoominfo Script	Related to the perimeter X security layer	5 minutes
_zitok	.risk-strategies.com	Performance	First party cookie for maintaining a unique visitor identifier. This cookie is used for WebSights, FormComplete, Chat and Schedule products. It contains an opaque GUID to represent the current visitor	365 days
_cfuvid	.zoominfo.com	Necessary cookie - Essential cookies that do not require consent	Related to cloudflare Rate limiting	End of browser session