Name of Cookie	Duration	Category	Description
CookieConsent	1 year	Necessary	Stores the user's cookie consent state for the current domain
test_cookie	1 day	Necessary	Used to check if the user's browser supports cookies
visitorId	1 year	Necessary	Preserves users states across page requests.
DRIFT_openTabs	-	Preferences	Used to make the chat function consistent across tabs, if the user has multiple browser tabs open for the same website
DRIFT_SESSION_ID	Session	Preferences	Allows the website to recoqnise the visitor, in order to optimize the chat-box functionality.
DRIFT_SESSION_STARTED	Session	Preferences	Stores a unique ID string for each chat-box session. This allows the website-support to see previous issues and reconnect with the previous supporter.
DRIFT_visitCounts		Preferences	Determines the number of visits of the specific visitor. This is used in order to make the chat-box function more relevant
driftt_aid	2 years	Preferences	Necessary for the functionality of the website's chat-box function.
lang	Session	Preferences (LinkedIn)	Remembers the user's selected language version of a website
loglevel		Preferences	Maintains settings and outputs when using the Developer Tools Console on current session.
__qca	1 year	Statistics	Collects data on the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded with the purpose of generating reports for optimizing website content.
_dlt	Session	Statistics	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes
__ga	2 years	Statistics	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
__gat	1 day	Statistics	Used by Google Analytics to throttle request rate
__gid	1 day	Statistics	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
_hjAbsoluteSessionInProgress	1 day	Statistics	This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the vistor an ID so that the vistor does not get registered twice.
_hjFirstSeen	1 day	Statistics	This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website
_hjid	1 year	Statistics	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes
_hjIncludedInPageviewSample	1 day	Statistics	Used to detect whether the user navigation and interactions are included in the website's data analytics and Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.
_hjTLDTest	Session	Statistics	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.
AnalyticsSyncHistory	29 days	Statistics (LinkedIn)	Used in connection with data-synchronization with third-party analysis service.
collect	Session	Statistics (Google Analytics)	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels
undefined & wistia	Persistent	Statistics	Collects data on visitor interaction with the website's video-content - This data is used to make the website's video content more relevant towards the visitor.
__ptq.gif	Session	Marketing (Hubspot)	Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.
_fbp	3 months	Marketing	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers
_gcl_au	3 months	Marketing	Used by Google AdSense for experimenting with ad efficientcy across websites using their services
_uetsid	1 day	Marketing	Collects data on visitor behavior from multiple websites, in order to present more relevant ads. This also allows the website to limit the number of times that they are shown the same ad.
_uetsid	Persistent	Marketing	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences
_uetvid	1 year & Persistent	Marketing	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences
bcookie & bscookie	2 years	Marketing (LinkedIn)	Used by the social networking service, LinkedIn, for tracking the use of embedded services.
drift_aid	2 years	Marketing	Sets a unique ID for the specific user. This allows the website to target the user with relevant offers through its chat functionality

Name of Cookie	Duration	Category	Description
drift_campaign_refresh	1 day	Marketing	Sets a unique ID for the specific user. This allows the website to target the user with relevant offers through its chat functionality
DRIFT_SESSION_CAMPAIGNS	Persistent	Marketing	Used to determine when and where certain pop-ups on the website should be presented for the user and remember whether the user has closed it
fr	3 months	Marketing	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers
IDE	1 year	Marketing (doubleclick.net)	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the adverisers ads
lidc	1 day	Marketing (LinkedIn)	Used by the social networking service, LinkedIn, for tracking the use of embedded services.
mc	13 months	Marketing (quantserve.com)	Collects data on the user's visits to the website, such as what pages have been loaded. The data is used for targeted ads.
MUID	1 year	Marketing (bing.com)	Used by Microsoft as a unique user ID. The cookie enables user tracking by synchronizing the ID across Microsoft domains.
pagead/1p-user-list/#	Session	Marketing (google.com)	Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertising efforts and facilitates payment of referral fees between websites.
pagead/landing	Session	Marketing (doubleclick.net) &	Collects data on visitor behavior from multiple websites, in order to present more relevant ads. This also allows the website to limit the number of times that they are shown the same ad.
s.gif	Session	Marketing (vidassets.terminu	Registers user behaviour and navigation on the website, and any interaction with active campaigns. This is used for optimizing ads
TDCPM	1 year	Marketing (adsrvr.org)	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads
tr	Session	Marketing (facebook.com)	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers
track/cmf/generic	Session	Marketing (adsrvr.org)	Presents the user with relevant content and advertisement. The service is provided by third-party ad hubs, which facilitate real-time bidding for advertisers.
UserMatchHistory	29 days	Marketing (LinkedIn)	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences

End-Users of the WTB/BuyNow (third parties that are browsing the WTBs/BuyNow widgets)