

BNP Media Cookie Table

Cookie Table					
While we make every effort to keep this table up to date, the cookies from these third parties vary based on real time bidding and as such are subject to change on our sites without notice.					
Application	Cookie Name	Type of Cookie and purpose	Source	Retention Period	
Addthis https://www.oracle.com/legal/privacy/addthis-privacy-policy.html	_atuvc	user visitor count	Website	1 month	
	loc	Geolocation cookie	Website	13 months	
	mus	profile store status	Website	13 months	
	na_id	real time service	Website	13 months	
	na_tc	real time service	Website	13 months	
	ouid	Oracle user id	Website	13 months	
	ssc	service share consumption	Website	13 months	
	sshs	service share history	Website	13 months	
	sshs	service share history	Website	13 months	
	uid	user id	Website	13 months	
	uvc_atuvc	user view count	Website	13 months	
	Aventri https://staticcdn.eventscloud.com/html/aventriCookiePolicy.html	PHPSESSID	Retains session state of a user activity	Event Registration	Session cookie
		AWSELB	Essential component while load balancing across multiple servers	Event Registration	Session cookie
regtoken		Related to session state during registration	Event Registration	Session cookie	
cookieconsent_status		To track cookie consent of all essential cookies	Event Registration	Expires in 12 months	
cc_performance		Opt In/Out of performance cookies	Event Registration	Expires in 12 months	
selectedlanguage		Track chosen Language	Event Registration	Expires in 1 day	
JSESSIONID		NewRelic cookie. More details can be found on following this link.	Event Registration	Session cookie	
NREUM		NewRelic cookie. More details can be found on following this link	Event Registration	Session cookie	
NRAGENT		NewRelic cookie. More details can be found on following this link	Event Registration	Session cookie	
		_ga	Google Analytics Cookie	Event Registration	Expires in 1 year
	_gid	Google Analytics Cookie	Event Registration	Expires in 1 day	
	_gat_UA-xxxxxx	Google Analytics Cookie	Event Registration	Expires in 1 min	
BMI	PHPSESSID	Session Tracking	Continuing Education	Expires after 20 minutes of inactivity	
BPA Media Exchange Ad Network	TDID	MEDIA FUSE RTB ADVERTISING Follows the Cookie policy outlined here: http://prebid.org/cookies.html Additionally, there are MediaFuse cookies marked under vmuid to separate uniq/non uniq users for statistics gathering purposes that are not related to personal data.	Website	364 Days	
	TDCPM			364 Days	
	MUIDB			389 Days	
	ANONCHK			2914987 Days	
	id			394 Days	
	mdata			394 Days	
	anj			89 Days	
	usersync			89 Days	
	icu			89 Days	
	uuid2			89 Days	
	MUID			389 Days	
	uuidc			392 Days	
	uuid			392 Days	
	d			89 Days	
	rud			389 Days	
	eud			389 Days	
euds	Session				
mc	2914987 Days				
ruds	Session				
IDE	2914987 Days				
__ybotpv	< 1 Days				
Ceros	cerosexperiencetracking	Used to remember how the user first navigated to the experience, we store the initial referrer	ceros.com	1 year	
	cerosdomaintracking	Used to identify a unique visitor with a random UUID. For logged in users would also contain their full name, email, a user token, and user slug.	ceros.com	1 year	
	testcookie	used to test whether the browser accepts cookies. Deleted immediately after creation.	ceros.com	Session	
ePublishing	_utz_jpvc	Tracks poll participation	Website	Permanent	
	referer	Tracks last known referer	Website		
	item_downloads	Tracks individual downloads associated with a shopping cart order	Website	6 months	
	last_viewed_path	Tracks last views url on the site	Website	session	
	timeout_at	Track session timeout	Website	session	
	role	Subscriber, registrant, guest	Website	1 year	
	epubid	Internal id of the user	Website	1 year	
	user_name	Short name of the user	Website	1 year	
	email	Email of the user	Website	1 year	
	layout	Mobile or desktop tracking for presentation. No longer used.	Website	Session	
	essionid	Used to track views against metering	Website	Permanent	
	cart.item_count	Tracks number of items in the user's cart	Website	Session	
	cookie_policy	Tracks whether a user has closed/accepted the cookie policy	Website	30 days	
first	First name	Website	1 year		

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	last	Last name	Website	1 year
	user_shortest_name	First, last or email, in that	Website	session
	level	Subscriber status. Goes away once Omeda integration complete	Website	14 days
	omeda_r	Omeda's encrypted id	Website	1 year
	hallmark_session	Goes away once Omeda integration complete	Website	1 year
	wtrv	Set when user returns from old hallmark integration. Will go away after Omeda integration complete	Website	10 years
Focus Vision (Kinesis/Decipher)	Please visit for potential meta data which varies https://decipher.zendesk.com/hc/en-us/articles/360010272653-Default-Meta-Variables		Research Panelists	
Goodway Group	TDCPM TDID	Ad Serving	Website	12 Months
Google Ad Manager (Sintec Media\Operative - reseller)	Please visit https://support.google.com/admanager/answer/2839090?hl=en# for more information about Google Ad Managers cookies.			
Google Analytics https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en	_ga	Used to distinguish users.	Website	2 years
	_gid	Used to distinguish users.	Website	24 hours
	_gat	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named <code>_dc_gtm_ <property-id></code> .	Website	1 minute
	gac <property-id>	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. Learn more.	Website	90 days
	__utma	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.	Website	2 years from set/update
	__utmt	Used to throttle request rate.	Website	10 minutes
	__utmb	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.	Website	30 mins from set/update
	__utmz	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.	Website	6 months from set/update
	__utmv	Used to store visitor-level custom variable data. This	Website	2 years from set/update
InXpo (Now Intrado)	AuthToken0001	limited lifespan key into the state management system	Webinars	Session
Omeda	oly_anon_id oly_enc_id	Olytics (non-essential) these cookies allow us to measure the number of visits to the website and understand the customer website experience.	WebSite	1 year
OrangeTapMarketing.com	complianceCookie	This cookie is used to keep track of your personal pr	Website	Session
	exp_last_activity	This cookie is used to keep track of your personal pr	Website	Session
	exp_last_visit	This cookie is used to keep track of your personal pr	Website	Session
	exp_tracker	This cookie is used to keep track of your personal pr	Website	Session
Open Water	.ASPXAUTH		Contest Entries	Session
	AppVersion		Contest Entries	Session
	__RequestVerificationToken_L2E1		Contest Entries	session
	__cfduid		Contest Entries	9 months
	dirtyPageDetector		Contest Entries	session
	i18n.langtag		Contest Entries	12 months
Sizmek https://www.sizmek.com/privacy-policy/	A6	Ad Serving, Ad Targeting, Analytics /Measurement	Website	90 days
	ActivityInfo2	Ad Serving, Ad Targeting, Analytics /Measurement	Website	2 months
	C6	Ad Serving, Ad Targeting, Analytics /Measurement	Website	2 months
	OT2	Ad Serving, Ad Targeting, Analytics /Measurement	Website	90 days
	eyeblander	Ad Serving, Ad Targeting, Analytics /Measurement	Website	14 days
	t1	Ad Serving, Ad Targeting, Analytics /Measurement	Website	90 days
	u2	Ad Serving, Ad Targeting, Analytics /Measurement	Website	90 days
	um2	Ad Serving, Ad Targeting, Analytics /Measurement	Website	90 days

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Twitter	personalization_id	This cookie is required by twitter for posts widget	Website	3 months
	ct0	This cookie is required by twitter for posts widget	Website	Session
	guest_id	This cookie is required by twitter for posts widget	Website	Session
	tfw_exp	This cookie is required by twitter for posts widget	Website	
WordPress & Plugins	cookie_notice_accepted	This cookie is used to keep track of your personal pr	Website	4 months
	__stripe_mid	This is a cookie that is set by Stripe, we use Stripe as	Website	365 days from set
	__stripe_sid	This is a cookie that is set by Stripe, we use Stripe as	Website	365 days from set
	cookie_notice_accepted	This cookie is used to keep track of your personal pr	Website	4 months
	wordpress_test_cookie	Check whether or not the user has accepted cookie	Website	Session
	woocommerce_cart_hash	Helps WooCommerce determine when cart content	Website	Session
	woocommerce_items_in_cart	Helps WooCommerce determine when cart content	Website	Session
	wp_woocommerce_session_	Contains a unique code for each customer so that it	Website	2 days
	woocommerce_recently_viewed	Powers the Recent Viewed Products widget.	Website	Session
	store_notice[notice id]	Allows customers to dismiss the Store Notice.	Website	Session
Wufoo / Surveymonkey.com https://www.surveymonkey.com/mp/legal/survey-page-cookies/	ep201	FUNCTIONAL Set by load balancer. User tracking for abuse and troubleshooting problems.	Website	1 hour
	ep202	FUNCTIONAL Used as a unique user identifier to test experiences (e.g. display various color combinations to identify what's most effective). It's also used on our respondent experience page to measure survey completion rates.	Website	90 days (this time resets from time of last access)
	RP_XXXXXXXX	<u>REQUIRED</u> <u>Enforces the one response per computer setting.</u>	Website	90 days
	sso_user	<u>REQUIRED</u> Determines if certain Enterprise respondents are authenticated if an account holder requires respondents to authenticate.	Website	90 days
	CX_XXXXXXXX and P_XXXXXXXX	FUNCTIONAL Used for pop-up surveys to track whether the survey was already taken to avoid re-showing the pop-up.	Website	1 year
	sm_ir	<u>FUNCTIONAL</u> <u>Used by the instant results page so a survey creator can display data.</u>	Website	session
YouTube	APSID, HSID, LOGIN_INFO, SAPISID, SID, SSID, VISITOR_INFO1_LIVE	Enables embedded Youtube video to operate	Website	6 Months
	PREF	Enables embedded Youtube video to operate	Website	3 Months
	SIDCC		Website	4 Months
	ST-	Session	Website	Session
	YSC	Session	Website	Session