

# OUTBRAIN COOKIE GLOSSARY

This Cookie Glossary provides an overview of the cookies we use when you access the Outbrain Service.

Cookie Name	Purpose Serving Cookies	Expiration Time
_fcap_CAM4	Used for Frequency capping	7 days
_ofcap_DOC1	Used for Frequency capping	7 days
_utastes_1	User preferences	12 months
obuid	Holds the anonymous user's ID. Used for tracking user actions, such as clicks on the recommendations	3 months
recs-{}	Stores the documents we're recommending so that we won't show you the same recommendation on the same	1 minutes or page refresh
obctr	navigation cookie to found out if the user has clicked on the back button. Used for IE browsers lower than 9	as long as the browser is open
obvctr	click cookie, so we will not write the cookie in case the user pressed back and forward buttons. Used for IE browsers lower than 9	as long as the browser is open
<b>Visual Revenue Cookies</b>		
__vrl	Stores the seen URL of a clicked article link.	36 Seconds
__vry	Stores the position that attributes a click into a given article.	36 Seconds
__vrz	Stores the zone that encompasses a clicked link.	36 Seconds
__vru	Stores the referring URL.	36 Seconds
__vrid	Stores the referring NP.	36 Seconds
__vrm	Stores the x/y mouse coordinates.	36 Seconds

_vrf	Stores the canonical, user session cookie.	30 Minutes
<b>Sphere Cookies</b>		
spuid	Stores the logged in uuid - for logged in users only	12 months
spv	Signals that this user has visited Sphere before (and is considered a sphere user) - For anonymous users	12 months
sprm	Sphere's "remember-me" cookie - for logged in users only	12 months
SPHERE_JSESSIONID	Session identifier	Session
<b>Site Cookies</b>		
obCACampaign	Marketing tracking campaign	180 days
obCACContent	Marketing tracking content	180 days
obCACP	Marketing tracking current page	180 days
obCALP	Marketing tracking landing page	180 days
obCAMedium	Marketing tracking medium	180 days
obCAReferral	Marketing tracking referral	180 days
obCASession	Marketing tracking session	30 minutes
obCASource	Marketing tracking source	180 days
obCATerm	Marketing tracking term	180 days
obCATrueMedium	Marketing tracking true medium	180 days
ob_marketing_disclaimer	cookie that marks if you are from Europe	Session
ob_marketing_locale	remebers regional site you prefered to view	Session
JSESSIONID	Session identifier	Session
login	keeps user login data	360 days
_bcs-{}	keeps zapping data	30 minutes

obroute2	stickiness cookie used by haproxy to stick users to the my server they started the session with	Session
obwwwroute	stickiness cookie used by haproxy to stick users to the my server they started the session with	Session