

# OUTBRAIN'S COOKIE TABLE

This Cookie Table provides you with clear and comprehensive information about the cookies and other similar technologies we use.

We may place cookies or similar files such as pixel tags and web beacons on the devices you use to engage with Outbrain for security purposes, to facilitate site navigation and to personalize your experience when you engage with Outbrain as a Site Visitor, a User or a Business Partner. Cookies allow us to collect technical and navigational information, such as browser type, time spent by you engaging with Outbrain and pages visited. Please read the Privacy Policy to further understand how we use data.

Users			+
Name	Purpose	Expiration	
obuid	Holds the anonymous user's ID. Used for tracking user actions, such as clicks on the recommendations	3 months	
aid	Holds the advertising ID of the user in mobile devices. Used for tracking user actions, such as clicks on the recommendations	90 days	
_ofcap_DOC1	Used for Frequency capping	7 days	
recs-{}	Stores the documents we're recommending so that we won't show you the same recommendation on the same	1 minute or refresh	
ref-{}	Stores referring doc info - written by redirect on click	1 minute	
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	

Site Visitors			+
Name	Purpose	Expiration	
obca_vid	stores a uuid for the visitor	50 years	
obca_sid	stores a uuid for the session	30 minutes	
obca_data	stores the visitors source based on referral data and UTMs	50 years	
obwwwroute	stickiness for servers so user gets served only from one server	50 years	

_vwo_uuid_v2	This cookie name is associated with the product Visual Website Optimiser, by USA based Wingify. The tool helps site owners measure the performance of different versions of web pages. This cookie ensures a visitor always sees the same version of a page and is used to track behaviour to measure the performance of different page versions.	a year
_ceg.u	This cookie name is associated with software provided by Crazy Egg Inc., a USA based company providing web analytics that tracks how visitors interact with pages on a site.	3 months
_gat_UA-71823982-1	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It appears to be a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.	a few seconds
_ga	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners.	2 years
_gid	This cookie name is associated with Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited.	a day
ubvt	This cookie name is associated with software from Canadian company Unbounce. The service allows site owners to test the effectiveness of different versions of web pages, and ensure that visitors consistently see the expected version of a page.	3 days
_ceg.s	This cookie name is associated with software provided by Crazy Egg Inc., a USA based company providing web analytics that tracks how visitors interact with pages on a site.	3 months
_vis_opt_s	This cookie name is associated with the product Visual Website Optimiser, by USA based Wingify. The tool helps site owners measure the performance of different versions of web pages. This cookie distinguishes between new and returning visitors.	3 months
__utmt	This cookie is set by Google Analytics. According to their documentation it is used to throttle the request rate for the service - limiting the collection of data on high traffic sites. It expires after 10 minutes	a few seconds
_gat_UA-294746-7	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of	a few seconds

	the account or website it relates to. It appears to be a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.	
__utmz	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour measure of site performance. This cookie identifies the source of traffic to the site - so Google Analytics can tell site owners where visitors came from when arriving on the site. The cookie has a life span of 6 months and is updated every time data is sent to Google Analytics.	6 months
__utmb	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. This cookie determines new sessions and visits and expires after 30 minutes. The cookie is updated every time data is sent to Google Analytics. Any activity by a user within the 30 minute life span will count as a single visit, even if the user leaves and then returns to the site. A return after 30 minutes will count as a new visit, but a returning visitor.	21 minutes
_ceg.s	This cookie name is associated with software provided by Crazy Egg Inc., a USA based company providing web analytics that tracks how visitors interact with pages on a site.	3 months
_hjIncludedInSample	This cookie is associated with web analytics functionality and services from Hot Jar, a Malta based company. It uniquely identifies a visitor during a single browser session and indicates they are included in an audience sample.	Session
__utma	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. This cookie lasts for 2 years by default and distinguishes between users and sessions. It is used to calculate new and returning visitor statistics. The cookie is updated every time data is sent to Google Analytics. The lifespan of the cookie can be customised by website owners.	2 years
km_lv	Cookie set by Kissmetrics analytics service. Used to provide site owners with information about how visitors use the site.	5 years
km_uq	Cookie set by Kissmetrics analytics service. Used to provide site owners with information about how visitors use the site.	5 years
_pk_ses*	This cookie name is associated with the Piwik open source web analytics platform. It is used to help website owners track visitor behaviour and measure site performance. It is a pattern type cookie, where the prefix _pk_ses is followed by a short series of numbers and letters, which is believed to be a reference code for the domain setting the cookie.	24 minutes
_pk_id*	This cookie name is associated with the Piwik open source web	a year

	analytics platform. It is used to help website owners track visitor behaviour and measure site performance. It is a pattern type cookie, where the prefix _pk_id is followed by a short series of numbers and letters, which is believed to be a reference code for the domain setting the cookie.	
km_ai	Cookie set by Kissmetrics analytics service. Used to provide site owners with information about how visitors use the site.	5 years
__utmc	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. It is not used in most sites but is set to enable interoperability with the older version of Google Analytics code known as Urchin. In this older versions this was used in combination with the __utmb cookie to identify new sessions/visits for returning visitors. When used by Google Analytics this is always a Session cookie which is destroyed when the user closes their browser. Where it is seen as a Persistent cookie it is therefore likely to be a different technology setting the cookie.	Session
_ceg.u	This cookie name is associated with software provided by Crazy Egg Inc., a USA based company providing web analytics that tracks how visitors interact with pages on a site.	3 months
_vis_opt_test_cookie	This cookie name is associated with the product Visual Website Optimiser, by USA based Wingify. The tool helps site owners measure the performance of different versions of web pages. This cookie tests if the browser is set to allow cookies.	Session
_uetsid	Microsoft Bing Ads Universal Event Tracking	24 minutes
km_vs	Kissmetrics	24 minutes
kvcd	Kissmetrics	Session
__smScrollBoxShown	Sumome	30 years
__smToken	Sumome	a year
__smVID	Sumome	a month
datr	This cookie identifies the browser connecting to Facebook. It is not directly tied to individual Facebook the user. Facebook reports that it is used to help with security and suspicious login activity, especially around detection of bots trying to access the service. Facebook also say the behavioural profile associated with each datr cookie is deleted after 10 days. This cookie is also read via Like and other Facebook buttons and tags placed on many different websites.	a year
SID	This cookie is used by Google in combination with HSID to verify a	a year

	Google user account and most recent login time.	
HSID	Used by Google in combination with SID to verify Google user account and most recent login time	a year
fr	Contains browser and user unique ID combinaton, used for targeted advertising.	3 months
auth_token	Twitter does not currently provide information on the use of specific cookies.	15 years
demographics	Most likely used for demographic profiling and targeting for advertising	a year
lu	Used to manage the login process, remembers user on return visit if they choose to stay logged in.	a year
VISITOR_INFO01_LIVE	This cookie is used as a unique identifier to track viewing of videos	a month
PREF	This is a common Google cookie, used across several of their services. Stores user preference, can be used to personalise ads on google searches	5 years
demdex	This cookie helps Adobe Audience Manger perform basic functions such as visitor identification, ID synchronization, segmentation, modeling, reporting, etc.	6 months
rud		a year
PREF	This is a common Google cookie, used across several of their services. Stores user preference and can be used to personalise ads on google searches	5 years
twll	Twitter does not currently provide information on the use of specific cookies.	5 years
secure_session	Twitter does not currently provide information on the use of specific cookies.	15 years
guest_id	Twitter does not currently provide information on the use of specific cookies.	a year
SID	This cookie is used by Google in combination with HSID to verify a Google user account and most recent login time.	a year
remember_checked	Twitter does not currently provide information on the use of specific cookies.	5 years
HSID	Used by Google in combination with SID to verify Google user account and most recent login time	a year

## Business Partners



Name	Purpose	Expiration
__utmt	This cookie is set by Google Analytics. According to their documentation it is used to throttle the request rate for the service - limiting the collection of data on high traffic sites. It expires after 10 minutes	a few seconds
__utmz	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour measure of site performance. This cookie identifies the source of traffic to the site - so Google Analytics can tell site owners where visitors came from when arriving on the site. The cookie has a life span of 6 months and is updated every time data is sent to Google Analytics.	6 months
km_ai	Cookie set by Kissmetrics analytics service. Used to provide site owners with information about how visitors use the site.	5 years
_uetsid	Microsoft Bing Ads Universal Event Tracking	24 minutes
km_vs	Kissmetrics	24 minutes
Kvcd	Kissmetrics	Session
lang	Third Party Cookie	Session
Fr	Contains browser and user unique ID combinaton, used for targeted advertising.	3 months
demographics	Most likely used for demographic profiling and targeting for advertising	a year
SSID	Third Party Cookie	a year
__utma	Third Party Cookie	a year
__utmv	Third Party Cookie	a year