LIST OF
ANALYSIS TOOLS

NAME	PROVIDER	APPLICABLE SCOPE	PURPOSE	STORAGE TIME
_ga	Google Analytics	1st Party	Contains a randomly generated user ID. Using this ID, Google Analytics can recognize returning users on this website and combine the data from previous visits.	2 years
_gid	Google Analytics	1st Party	Contains a randomly-generated user ID. Using this ID, Google Analytics can recognize returning users on this website and combine the data from previous visits.	24 hours
_gat	Google Analytics	1st Party	Certain data is only sent to Google Analytics once a minute. The cookie has a lifespan of one minute. As long as it is set, certain data transfers are prevented.	1 minute
_gat_gtag_ UA-41181852-1	Google Analytics	1st Party	Certain data is only sent to Google Analytics once a minute. The cookie has a lifespan of one minute. As long as it is set, certain data transfers are prevented.	1 minute
gac UA-41181852-1	Google Analytics	1st Party	This cookie is set when a user reaches the website by clicking on a Google advertisement. It contains information about which advertisement was clicked, so that successful results, such as orders or contact requests, can be attributed to the advertisement.	90 days
_gcl_au	Conversion link	Your domain (1st party)	Contains a randomly-generated user ID.	90 days
_gcl_aw	Conversion link	Your domain (1st Party)	This cookie is set when a user reaches the website by clicking on a Google advertisement. It contains information about which advertisement was clicked, so that successful results, such as orders or contact requests, can be attributed to the advertisement.	90 days
_gaexp	Google Optimize	1st Party	Is set as a test to check whether the browser allows cookies to be set. Does not contain any identification features.	90 days
_opt_utmc	Google Optimize	1st Party	This cookie stores information pertaining to the marketing campaign by which a user most recently came to the website.	24 hours
_opt_awcid	Google Optimize	1st Party	Contains a randomly-generated user ID. Using this ID, Google can recognize the user across various websites across domains and display personalized advertising.	24 hours
_opt_awmid	Google Optimize	1st Party	This cookie is set when a user reaches the website by clicking on a Google advertisement. It contains information about the customer account from which the clicked advertisement was placed.	24 hours
_opt_awgid	Google Optimize	1st Party	This cookie is set when a user reaches the website by clicking on a Google advertisement. It contains information about which advertising campaign the clicked advertisement belongs to.	24 hours
_opt_awkid	Google Optimize	1st Party	This cookie is set when a user reaches the website by clicking on a Google advertisement. It contains information about the selection criteria on which the ad was shown, for example, which keyword was booked with Google.	24 hours