

# LIST OF PERFORMANCE TOOLS

<b>NAME</b>	<b>PROVIDER</b>	<b>APPLICABLE SCOPE</b>	<b>PURPOSE</b>	<b>STORAGE TIME</b>
<b>test_cookie.</b>	Google Ads	3rd Party	Is set as a test to check whether the browser allows cookies to be set. Does not contain any identification features.	15 minutes
<b>IDE</b>	Google Ads	3rd Party	Contains a randomly-generated user ID. Using this ID, Google can recognize the user across various websites across domains and display personalized advertising.	1 year