

List of Third-Party Cookies used by AuthBridge



Provider	Name	Purpose	Type	Duration	Category	Required /Optional	PII collected through cookies
YouTube	VISITOR_INFO1_LIVE	This cookie tracks viewing of Youtube videos on the website.	Third party, persistent	6 months	Analytics	Optional	Location, IP Address
YouTube	SID	This cookie is used by Google in combination with HSID to verify your Google user account, if you have one, and your most recent login time to your Google account.	Third party	2 years	Advertising	Essential	Name, Email, Location, IP Address, Device IDs
YouTube	HSID	Used by Google in combination with SID to verify your Google user account, if you have one, and your most recent login time to your Google account.	Third party	2 years	Advertising	Essential	Name, Email, Location, IP Address, Device IDs
Google Analytics	_gid	This cookie stores a unique user session identifier.	First & Third party, Session	24 hours	Advertising	Optional	Location, IP Address
Google Analytics	_ga	This cookie is typically written to the browser upon the first visit to the Websites. If the cookie has been deleted by the browser operator, and the browser subsequently visits pwc.com, a new _ga cookie is written with a different unique ID. In most cases, this cookie is used to understand whether a visitor is a single time visitor or a repeat visitor to the Websites and it is updated with each page view. Additionally, this cookie is provided with a unique ID that Google Analytics uses to ensure both the validity and accessibility of the cookie as an extra security measure.	First & Third party, Persistent	2 Years	Advertising	Optional	Location, IP Address
Google Analytics	__utmb	This cookie is used to determine new sessions/visits.	First party	30 mins from set/update	Analytics	Optional	Location, IP Address
One signal	__cfduid	This cookie is used for PUSH notification services	First party	30 days	Third-Party	Essential	Location, IP Address
Google Analytics	_gat	This cookie name is associated with Google Universal Analytics, according to Google documentation it is used to throttle the request rate - limiting the collection of data on high traffic sites. It expires after 10 minutes.	First party, Session	1 minute	Analytics	Optional	None
YouTube	PREF	This cookie is used by Google to set each of its users' preferred language preferences.	Third party	8 months	Advertising	Optional	Location, IP Address
Google Analytics	NID	Most Google users will have a preferences cookie called 'NID' in their browsers. A browser sends this cookie with requests to Google's sites. The NID cookie contains a	Third party	6 months	Advertising	Optional	Location, IP Address

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		unique ID Google uses to remember your preferences and other information, such as your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's Safe Search filter turned on.					
YouTube	LOGIN_INFO, YSC, SAPISID, SSID, APISID	These cookies are used by Youtube as part of their embedded services on the Websites (sharing etc.). More information about Youtube's use of cookies can be found in their cookie policy.	Third party	2 Years	Advertising	Essential	Name, Email, Location, IP Address, Device IDs
Engagebay	engagebay_session	Used to maintain the user's session as they navigate through the EngageBay platform.	Third party	Session cookie (expires when the browser is closed)		Essential	Name, Email, Mobile No., Address, Location, IP Address, Device IDs
	eb_user_id	Used to store the unique identifier of the user logged into the EngageBay platform.	Third party	1 year		Essential	Name, Email, Mobile No., Address, Location, IP Address, Device IDs
	eb_visitor_id	Used to track unique visitors to a website for analytics and marketing automation purposes.	Third party	1 year		Optional	Location, IP Address
	engagebay_cookies	Stores user consent for cookies, ensuring compliance with GDPR and other privacy regulations.	Third party	1 year		Optional	None
	engagebay_tracking	Tracks user interactions with emails, links, and website content to provide analytics and insights for marketing campaigns.	Third party	1 year		Optional	Location, IP Address
	eb_campaign_id	Stores information related to specific marketing campaigns to track their effectiveness and user interactions.	Third party	1 year		Optional	Name, Email, Mobile No., Location, IP Address
	engagebay_referrer	Tracks the source of traffic to the website (e.g., referral link, search engine) to understand the effectiveness of marketing channels.	Third party	1 month		Optional	Location, IP Address
	eb_form_id	Used to track interactions with forms (e.g., sign-up forms, contact forms) on the website and ensure proper functioning of form submissions.	Third party	1 year		Optional	Name, Email, Mobile No.
	engagebay_optout	Used to store the user's opt-out preferences for marketing communications and tracking, ensuring compliance with privacy regulations.	Third party	5 years		Optional	None

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	eb_last_activity	Records the last activity of the user to personalize user experience and provide relevant content based on recent interactions.	Third party	1 year		Optional	Location, IP Address
ActiveCampaign	ac_enable_tracking	Used to enable or disable tracking of user behavior across the site for analytics and marketing purposes.	Third party	1 year		Optional	Name, Email, Location, IP Address
	ac_last_referrer	Tracks the last referrer source (e.g., link, search engine) to understand how users are arriving at the site.	Third party	30 days		Optional	Location, IP Address
	em_acp_uid	Stores a unique user ID to track user activity and engagement across sessions.	Third party	1 year		Essential	Name, Email, Location, IP Address, Device IDs
	em_acp_sid	Used to maintain the session for logged-in users, ensuring that their session persists across different pages.	Third party	Session cookie (expires when the browser is closed)		Essential	Name, Email, Location, IP Address, Device IDs
	ac_user_id	Stores the unique identifier of the logged-in user, allowing personalized content and settings to be retained.	Third party	1 year		Essential	Name, Email, Location, IP Address
	ac_session_id	Tracks the session ID to manage user sessions across different pages and services.	Third party	Session cookie (expires when the browser is closed)		Essential	Name, Email, Location, IP Address
	ac_cookies_consent	Stores the user's consent status for cookie usage, ensuring compliance with GDPR and other privacy regulations.	Third party	1 year		Optional	None
	em_campaign_id	Tracks interactions with specific email campaigns to measure effectiveness and engagement.	Third party	1 year		Optional	Name, Email, Location, IP Address
	ac_fbpixel_id	Used to integrate with Facebook Pixel for tracking user interactions and targeting ads on Facebook.	Third party	90 days		Optional	Location, IP Address
	em_landing_page	Tracks the landing page through which the user arrived at the website, helping analyze the effectiveness of marketing campaigns.	Third party	1 month		Optional	Location, IP Address
	ac_optout	Stores the user's opt-out preferences for marketing emails and tracking, ensuring that their preferences are honored.	Third party	5 years		Optional	None
	em_last_activity	Records the user's last activity on the site to personalize content and recommendations.	Third party	1 year		Optional	Location, IP Address

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Microsoft Clarity	_clck	Used to store the Clarity User ID and preferences, which are unique to the user and are used to ensure consistent experiences across sessions.	Third party	1 year		Optional	Name, Location, IP Address
	_clsk	Used to group all page views by a user into a single session recording. This cookie helps in understanding user sessions as a whole.	Third party	24 hours		Optional	Location, IP Address
	CLID	Stores the Clarity ID for identifying the user across different visits. This helps in tracking returning users.	Third party	1 year		Optional	Location, IP Address
	ANONCHK	Used by Microsoft to store a unique ID for users to ensure security and prevent unauthorized access or malicious activity.	Third party	10 minutes		Optional	Name, Location, IP Address
	MR	Used by Microsoft to synchronize the user's Clarity ID with Microsoft Advertising to optimize advertising effectiveness.	Third party	7 days		Optional	Location, IP Address
	MUID	Widely used by Microsoft as a unique user identifier to track users across Microsoft services and ensure a consistent experience.	Third party	1 year		Optional	Name, Location, IP Address, Device IDs
	SM	Used by Microsoft to manage synchronization between multiple Microsoft services, often related to security features.	Third party	Session cookie (expires when the browser is closed)		Essential	None
SemRush	SEMrush_session	Used to maintain user sessions across the SEMrush platform, ensuring that logged-in users can navigate between pages without re-authenticating.	Third party	Session cookie (expires when the browser is closed)		Essential	Name, Email, Location, IP Address
	sr_user_id	Stores a unique user identifier to track user activity and engagement across sessions on the SEMrush platform.	Third party	1 year		Essential	Name, Email, Location, IP Address
	sr_visitor_id	Used to track unique visitors to the website for analytics purposes, helping SEMrush understand user behavior over time.	Third party	1 year		Optional	Location, IP Address
	SEMrush_tracking	Used to track user interactions with the platform, such as clicks, page views, and other engagement metrics, for analytics and user experience improvements.	Third party	1 year		Optional	Location, IP Address

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	sr_campaign_id	Tracks user interactions with specific marketing campaigns to measure effectiveness and conversion rates.	Third party	1 year		Optional	Name, Email, Location, IP Address
	SEMrush_cookies_consent	Stores the user's consent status for cookie usage, ensuring compliance with GDPR and other privacy regulations.	Third party	1 year		Optional	None
	sr_fbpixel_id	Used to integrate with Facebook Pixel for tracking user interactions and targeting ads on Facebook based on SEMrush platform usage.	Third party	90 days		Optional	Location, IP Address
	sr_last_activity	Records the user's last activity on the site to personalize content and recommendations based on recent interactions.	Third party	1 year		Optional	Location, IP Address
	SEMrush_optout	Stores the user's opt-out preferences for tracking and marketing communications, ensuring that their choices are respected.	Third party	5 years		Optional	None