

Cookie name	Category	Goal	Expiration time	Provider	Domain
PugT	Performance	Used to determine how often the cookies are updated in the visitor's browser. Used to optimize the efficiency of the website's server.	4 weeks 2 days	----	.pubmatic.com
_hjAbsoluteSessionInProgress	Performance	This cookie is being set by Hotjar for performance and analytics purposes.	30 minutes 17 seconds	----	.tailor.guide
_hjFirstSeen	Performance	This cookie is being set by Hotjar for performance and analytics purposes.	30 minutes	----	.tailor.guide
_hjIncludedInPageviewSample	Performance	This cookie is being set by Hotjar for performance and analytics purposes.	2 minutes 17 seconds	----	tailor.guide
hjSession*****	Performance	A cookie that holds the current session data. This ensures that subsequent requests within the session window will be attributed to the same Hotjar session.	30 minutes 17 seconds	Hotjar Ltd	.tailor.guide
hjSessionUser*****	Performance	Hotjar cookie that is set when a user first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	1 year 13 seconds	Hotjar Ltd	.tailor.guide
_ga	Performance	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years	----	.tailor.guide
_gat	Performance	Used by Google Analytics to throttle request rate	1 day	----	.tailor.guide

_gid	Performance	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day	----	.tailor.guide
https://#.#/ [x4]	Performance	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	Session	----	https://exactly-huge-arachnid.edgecompute.appserverless-benchmarks-js.compute-pipe.comserverless-benchmarks-rust.compute-pipe.comuniquely-peaceful-hagfish.edgecompute.app/
bounce	Performance	Determines if a user leaves the website straight away. This information is used for internal statistics and analytics by the website operator.	Session	adnxs.com	ib.adnxs.com
__hssc	Performance	Identifies if the cookie data needs to be updated in the visitor's browser.	1 day	tailor.guide	tailor.guide
__hssrc	Performance	Used to recognise the visitor's browser upon reentry on the website.	Session	tailor.guide	tailor.guide
__hstc	Performance	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	179 days	tailor.guide	tailor.guide
ga#	Performance	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.	2 years	tailor.guide	www.googletagmanager.com

_hjIncludedInSessionSample	Performance	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.	1 day	tailor.guide	script.hotjar.com
_hjRecordingLastActivity	Performance	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	Session	tailor.guide	script.hotjar.com
hjViewportId	Performance	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	Session	tailor.guide	script.hotjar.com
hubspotutk	Performance	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	179 days	tailor.guide	tailor.guide
KRTBCOOKIE_***	Advertising	Identify the user for our program advertisements - CasaleMedia is a network for the exchange of advertisements.	3 months 10 seconds	----	.pubmatic.com
uuid2	Advertising	This cookie allows targeted advertising through the AppNexus platform - collects anonymous data on ad views IP address, page views, and more.	3 months 14 seconds	----	.adnxs.com
tuuid_lu	Advertising	Contains a unique visitor ID, with which Bidswitch.com can track the visitor across multiple websites. This allows Bidswitch.com to optimize the relevance of advertisements and ensure that the visitor does not see the same advertisements multiple times.	1 year	----	.bidswitch.net

tuuid_lu	Advertising	Contains a unique visitor ID, with which Bidswitch.com can track the visitor across multiple websites. This allows Bidswitch.com to optimize the relevance of advertisements and ensure that the visitor does not see the same advertisements multiple times.	1 year	----	.bidswitch.net
obuid	Advertising	Sets a unique ID for the visitor, with which external advertisers can target the visitor with relevant advertisements. This linking service is provided by third party advertising hubs, which facilitates real-time bidding for advertisers.	3 months	----	.outbrain.com
c	Advertising	BidSwitch Advertisting Infrastructure	1 year	----	.bidswitch.net
anj	Advertising	This cookie contains data denoting whether a cookie ID is synced with an AppNexus partner.	3 months	----	.adnxs.com
adrl	Advertising	This cookie saves visitor data. The data is being used to show more relevant advertising.	2 weeks 14 seconds	----	.outbrain.com
_hjIncludedInSessionSample	Advertising	This cookie is set in relation to Hotjar tracking	2 minutes 17 seconds	Hotjar	taylor.guide
_fbp	Advertising	This cookie is used by Facebook for advertising purposes and conversion tracking.	3 months 14 seconds	----	.taylor.guide
__ar_v4	Advertising	This cookie is used for personalised advertising.	1 year	----	.taylor.guide

_hjIncludedInSessionSample	Advertising	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.	1 day	tailor.guide	script.hotjar.com
_hjRecordingLastActivity	Advertising	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	Session	tailor.guide	script.hotjar.com
hjViewportId	Advertising	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	Session	tailor.guide	script.hotjar.com
hubspotutk	Advertising	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	179 days	tailor.guide	tailor.guide
xuid	Advertising	Presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.	Session	3lift.com	eb2.3lift.com
setuid	Advertising	This cookie is set by the audience manager of the website to determine the time and frequencies of visitor data synchronization - cookie data synchronization is used to synchronize and gather visitor data from several websites.	Session	adnxs.com	ib.adnxs.com
sync	Advertising	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	Session	bidswitch.net	x.bidswitch.net
tuuid	Advertising	Registers whether or not the user has consented to the use of cookies.	1 year	bidswitch.net	x.bidswitch.net

ul_cb/sync	Advertising	Collects information on user behaviour on multiple websites. This information is used in order to optimize the relevance of advertisement on the website.	Session	bidswitch.net	x.bidswitch.net
rum	Advertising	Collects data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.	Session	casalemedia.com	dsum-sec.casalemedia.com
__adroll	Advertising	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	1 year	d.adroll.com	d.adroll.com
cm/#/out	Advertising	Collects information on user behaviour on multiple websites. This information is used in order to optimize the relevance of advertisement on the website.	Session	d.adroll.com	d.adroll.com
segment/#/#	Advertising	Collects information on user behaviour on multiple websites. This information is used in order to optimize the relevance of advertisement on the website.	Session	d.adroll.com	d.adroll.com
tr	Advertising	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session	facebook.com	www.facebook.com
ads/ga-audiences	Advertising	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Session	google.com	www.google.ie
__ptq.gif	Advertising	Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session	hubspot.com	track.hubspot.com

w/1.0/sd	Advertising	Registers data on visitors such as IP addresses, geographical location and advertisement interaction. This information is used optimize the advertisement on websites that make use of OpenX.net services.	Session	openx.net	us-u.openx.net
obuid	Advertising	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates real-time bidding for advertisers.	3 months	outbrain.com	sync.outbrain.com
AdServer/Pug	Advertising	Sets a timestamp for when the visitor entered the website. This is used for analytical purposes on the website.	Session	pubmatic.com	image2.pubmatic.com
_hjRecordingEnabled	Advertising	This cookie is used to identify the visitor and optimize ad-relevance by collecting visitor data from multiple websites – this exchange of visitor data is normally provided by a third-party data-center or ad-exchange.	Session	tailor.guide	script.hotjar.com
__adroll_shared	Advertising	This cookie is being set by Adroll - it is being set for tracking purposes	1 year 4 weeks 2 days 17 seconds	----	.adroll.com
__adroll_fpc	Advertising	This cookie is used to identify visitors across sessions and devices in order to present more relevant advertising to the visitor.	1 year 6 hours 17 seconds	----	.tailor.guide
__adroll	Advertising	Registers a unique ID that identifies a returning visitor based on his device. This information is used for targeted advertising.	1 year 4 weeks 2 days 17 seconds	----	d.adroll.com
IDE	Advertising	Cookie from Double Click (Google) which helps us to analyze and optimize our advertising campaigns.	1 year 3 weeks 4 days	----	.doubleclick.net

	Advertising	This cookie is set by Facebook and could be used for tracking conversions and advertising purposes.	Session	Facebook, Inc.	www.facebook.com
CMTS	Advertising	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.	3 months	----	.casalemedia.com
CMPS	Advertising	Tracks user behaviour on this website to provide personalised advertising.	3 months	----	.casalemedia.com
CMPRO	Advertising	This cookie tracks user behaviour over different websites in order to provide better advertisements.	3 months 14 seconds	----	.casalemedia.com
CMID	Advertising	Is being used for personalised advertising and retargeting.	1 year 14 seconds	----	.casalemedia.com
_GRECAPTCHA	Necessary	Necessary for the captcha to work. Stores a code to prevent user impersonation.	5 months 4 weeks 1 day	----	www.google.com
__cfuid	Necessary	Cookie is set on websites using Cloudflare and it is related to rate limiting policies. Cookie associated with sites using CloudFlare, used to identify trusted web traffic.	Session	----	.tailor.guide

__cf_bm	Necessary	The __cf_bm cookie is a cookie necessary to support Cloudflare Bot Management, currently in private beta. As part of our bot management service, this cookie helps manage incoming traffic that matches criteria associated with bots.	30 minutes	----	.hubspot.com
CookieConsent	Necessary	Stores the user's cookie consent state for the current domain Stores the user's cookie consent state for the current domain	1 year	CookieBot.com	.tailor.guide
test_cookie	Necessary	Used to check if the user's browser supports cookies.	1 day	doubleclick.net	cm.g.doubleclick.net
embed/v3/counters.gif	Necessary	Used to implement forms on the website.	Session	forms.hsforms.com	forms.hsforms.com
_GRECAPTCHA	Necessary	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	179 days	google.com	google.com
rc::a	Necessary	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	Persistent	google.com	www.google.com
rc::b	Necessary	This cookie is used to distinguish between humans and bots.	Session	google.com	www.google.com
rc::c	Necessary	This cookie is used to distinguish between humans and bots.	Session	google.com	www.google.com

embed/v3/counters.gif	Necessary	Used to implement forms on the website.	Session	perf.hsforms.com	perf.hsforms.com
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