

The table below lists essential cookies required for funnels/websites to work properly.

Key	Stored in
msgsndr_id	Browser cookies
_mp	Browser cookies
tr	Browser cookies
provider	Browser cookies
hl_timer_arrival	Browser cookies
user-email	Browser cookies
user-billing-id	Browser cookies
cookie-config	Browser cookies
am_id	Browser cookies
am_fingerprint	Browser cookies
_ud	Local storage
lead-connector-text-widget-input-values	Local storage
wl	Local storage
ln_url	Local storage
lead-connector-text-widget-i18n-keys	Session storage
orderResponse	Session storage
contactResponse	Session storage
redirect	Session storage

3. Include cookies with variable names in your cookie policy

Key	Stored in
hl_timer_	Browser cookies
<i>mf</i>	Browser cookies
user_data_	Browser cookies
v3_first_session_event_	Local storage / Browser cookies
v2_contact_session_	Local storage / Browser cookies
v2_user_session_event_	Local storage / Browser cookies
v2_session_history_	Local storage
v2_history_	Local storage
<i>pl</i>	Local storage
<i>pl_v1</i>	Local storage
<i>pl_ecom</i>	Local storage
<i>address</i>	Local storage
cart_details_	Local storage
couponSessionId_	Session storage
location_	Local storage
lead-connector-text-widget-prompt-dismissed	Local storage
_lead-connector-live-widget-message-data	Local storage

4. Include eCommerce-specific and analytics cookies (NEW)

Key	Cookie Type and Duration	Domain	Purpose	Stored in	Service	Category
storeInfo	No expiry	creative-data-engineers.com	Stores eCommerce store information like locationId, storeId, path, etc.	Browser cookies	eComm Store	Essential
token_	No expiry	creative-data-engineers.com	Stores the eCommerce login token	Browser cookies	eComm Store	Essential (Login Portal)
pmt_	No expiry	creative-data-engineers.com	Stores payment provider information for a specific contactId	Local storage	Order forms, product forms	Essential
user_	No expiry	creative-data-engineers.com	Stores form submission data for the current session	Local storage	Calendars and Forms	Functional
billingaddress	No expiry	creative-data-engineers.com	Stores billing address information for faster eCommerce checkouts	Local storage	Checkout Page	Functional
rc::f	—	www.google.com (http://www.google.com/)	Used by reCAPTCHA	Local storage	Funnels	Functional
_greaptcha	—	creative-data-engineers.com	Used by reCAPTCHA for verification	Local storage	Funnels	Functional
*formData- **	No expiry	creative-data-engineers.com	Form submission data with product-related info	Session storage	Funnels	Essential
*submissionResponse- **	No expiry	creative-data-engineers.com	Stores only form submission values	Session storage	Funnels	Essential
rc::b	—	www.google.com (http://www.google.com/)	Used by reCAPTCHA	Session storage	Funnels	Functional

More details like service, purpose, storage duration about every cookie

1. msgsndr_id

- **Service:** Funnels
- **Purpose:** To identify visitor contact information.
- **Cookie Type and Duration:** Persistent (expires after 365 days)
- **Notes:**

- Facilitates user-contact activities tracking.

2. _mp

- **Service:** Funnels
- **Purpose:** Stores marketplace information.
- **Cookie Type and Duration:** Persistent (expires after 365 days)
- **Notes:**
 - Tracks user purchases, especially recurring payments.

3. provider

- **Service:** Funnels
- **Purpose:** Stores the latest payment method type.
- **Cookie Type and Duration:** Session
- **Notes:**
 - Manages payment options during the user's session.

4. hl_timer_arrival , hl_timer_element_id

- **Service:** Funnels
- **Purpose:** Stores arrival time and timer elements for user actions.
- **Cookie Type and Duration:** Session (expires in 1 day)
- **Notes:**
 - Timer-related user action tracking.

5. user-email , user-billing-id

- **Service:** Funnels
- **Purpose:** Stores unique identifier, logging emails, and billing information.
- **Cookie Type and Duration:** Persistent (expires after 365 days)
- **Notes:**
 - Facilitates user actions and form submissions.

5. cookie-config

- **Service:** Funnels
- **Purpose:** Store cookie consent of user
- **Cookie Type and Duration:** Persistent (expires after 6 month)
- **Notes:**
 - Getting permission from website visitors before storing or accessing cookies on their device

6. am_id

- **Service:** Affiliate Marketing Team
- **Purpose:** Stores unique code of affiliate for tracking.
- **Cookie Type and Duration:** Persistent (duration varies by user)
- **Notes:**
 - Tracks traffic and sales from affiliates.

7. am_fingerprint

- **Service:** Affiliate Marketing Team
- **Purpose:** Stores unique identifier for visit using affiliate code.
- **Cookie Type and Duration:** Persistent (duration varies by user)
- **Notes:**
 - Tracks clicks, leads, and sales from affiliates.

8. _ud

- **Service:** Forms/Surveys/Funnels/Calendar
- **Purpose:** Form/survey details and data entered (excluding credit card info).
- **Cookie Type and Duration:** Persistent
- **Notes:**
 - Assists with form submission tracking and data retention.

9. lead-connector-text-widget-input-values

- **Service:** Chat Widget
- **Purpose:** stored last chat session user details
- **Cookie Type and Duration:** Persistent
- **Notes:**
 - we are keeping last filled values in chat-widget so that next time user don't need to put the name, emails etc

10. lead-connector-text-widget-i18n-keys

- **Service:** chat widget
- **Purpose:** for internationalization.
- **Cookie Type and Duration:** Session
- **Notes:**
 - i18n translation.

11. w1

- **Service:** Calendar
- **Purpose:** Whitelabel Url
- **Cookie Type and Duration:** Persistent
- **Notes:**
 - store whitelabel url for redirect

12. 1n_url

- **Service:** Funnel
- **Purpose:** Use for Funnel
- **Cookie Type and Duration:** Persistent
- **Notes:**
 - LeadConneclogin URL

13. orderResponse

- **Service:** Funnel
- **Purpose:** use for upsell and order confirmation
- **Cookie Type and Duration:** Session
- **Notes:**
 - Stored order form response for upsell to work and confirmation

14. contactResponse

- **Service:** Funnel
- **Purpose:** use for order form, upsell and sticky contact
- **Cookie Type and Duration:** Session
- **Notes:**
 - Stored Contact response for order form, upsell and sticky contact

15. redirect

- **Service:** Ecommerce
- **Purpose:** redirect action for ecom
- **Cookie Type and Duration:** Session
- **Notes:**
 - ecom post purchase redirect URL

16. _mf_[location_id]

- **Service:** Membership
- **Purpose:** use for membership access
- **Cookie Type and Duration:** Persistent
- **Notes:**
 - stored membership info once membership purchased from order form

17. user_data_[calendar_id/location_id]

- **Service:** Calendar
- **Purpose:** calendar details and data entered (excluding credit card info).
- **Cookie Type and Duration:** Persistent
- **Notes:**
 - Assists with form submission tracking and data retention.

18. v3_first_session_event__[location_id]

- **Service:** Attribution Team
- **Purpose:** To store and identify landing session data.
- **Cookie Type and Duration:** Session (expires after 30 minutes)
- **Notes:**
 - Stores data like referrer, landing URL, and other parameters.
 - Helps in analyzing the first user session.

19. v2_contact_session__[location_id]__[session_id]

- **Service:** Attribution Team
- **Purpose:** To store unique session ID for lead identification.
- **Cookie Type and Duration:** Persistent (expires after 168 hours/7 days)
- **Notes:**
 - Identifies leads by unique ID.

20. v2_contact_session__[location_id]__[session_id]

- **Service:** Attribution Team
- **Purpose:** To store unique session ID for lead identification.
- **Cookie Type and Duration:** Persistent (expires after 168 hours/7 days)
- **Notes:**
 - Identifies leads by unique ID.

21. v2_user_session_event_[location_id]__[session_id]

- **Service:** Attribution Team
- **Purpose:** To store unique session ID for lead identification.
- **Cookie Type and Duration:** Persistent (expires after 168 hours/7 days)
- **Notes:**
 - Identifies leads by unique ID.

22. v2_session_history__[location_id]

- **Service:** Attribution Team
- **Purpose:** To keep a log of all session details for analysis.
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - Facilitates session analytics and user behavior tracking.

23. _p1_[funnel_id]

- **Service:** Funnel
- **Purpose:** v2 Order form products Details
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - Stored v2 order form products details for order confirmation

24. _p1_v1_[funnel_id]

- **Service:** Funnel
- **Purpose:** v1 order form product details
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - Stored v1 order form products details for order confirmation

25. _p1_ecom_<variable>

- **Service:** Ecommerce
- **Purpose:** product details
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - products details for order summary in thank you page

26. _address_[funnel_id]

- **Service:** Funnel/Ecommerce
- **Purpose:** use to show contact address

- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - Order Form confirmation contact address

27. cart_details_[funne_id]

- **Service:** Ecommerce
- **Purpose:** use to store cart details
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - persist cart details for user session

28. couponSessionId_[funne_id/location_id]

- **Service:** Funnel/Ecommerce
- **Purpose:** use to store coupon session for an user
- **Cookie Type and Duration:** session
- **Notes:**
 - applicable on one-time products

29. location_

- **Service:** Funnels
- **Purpose:** Stores unique identifier, logging emails, and billing information.
- **Cookie Type and Duration:** Persistent (expires after 365 days)
- **Notes:**
 - Facilitates user actions and form submissions.

30. <variable>lead-connector-text-widget-prompt-dismissed

- **Service:** Chat Widget
- **Purpose:** stored time when user click on chat-widget
- **Cookie Type and Duration:** Persistent (expires after 365 days)
- **Notes:**
 - this is to track when did user click on chat-widget last time

31. <variable>_lead-connector-live-widget-message-data

- **Service:** Chat Widget
- **Purpose:** stored last input from chat-widget
- **Cookie Type and Duration:** Persistent (expires after 365 days)
- **Notes:**
 - this is to save last input data in chat-widget, it brings same value next time in input fields

32. v2_history__[location_id]

- **Service:** Attribution Team
- **Purpose:** To store each user page visit and time spent on pages.
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - Tracks user journey through the website.

33. embedCode[surveyId]

- **Service:** Forms
- **Purpose:** Maintains embed code configuration.
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - Embedding form configurations for user sessions.

34. survey_temp_slides_[surveyId]

- **Service:** Surveys
- **Purpose:** Maintains survey slide configurations.
- **Cookie Type and Duration:** Persistent (expires Forever)
- **Notes:**
 - Retains survey configuration settings between sessions.

35. tr

- **Service:** Funnel/Forms
- **Purpose:** use for order tracking purpose
- **Cookie Type and Duration:** Persistent (expires after 365 days)
- **Notes:**
 - generate tracking ID for transactions

36. redirectUrlOnSuccess

- **Service:** Funnel/Form/Calendar
- **Purpose:** use for order form success redirect action
- **Cookie Type and Duration:** Session
- **Notes:**
 - stored order form redirect url for IDEAL,SEPA and BAN CONTACT provider

37. redirectUrlOnFailure

- **Service:** Funnel/Forms
- **Purpose:** use for order form failure redirect action
- **Cookie Type and Duration:** Session
- **Notes:**
 - stored order form redirect url for IDEAL,SEPA and BAN CONTACT provider