



Analytics Cookies

These cookies help improve our website and App by helping us and our content partners understand better how visitors find, interact with and navigate around our site.

Cookie name	Purpose	Duration	Set by
_ga	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.	2 years	Google
_gid	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.	1 day	Google
_gat_gtag_UA_111451963_1	This cookie is set by Google and is used to distinguish users.	1 min	Google



_hjFirstSeen

This is set by Hotjar to identify a new user's first session. It stores a true/false value, indicating whether this was the first time Hotjar saw this user. It is used by Recording filters to identify new user sessions. 30 min [Hotjar](#)

__hstc

This cookie is set by HubSpot and is used for tracking visitors. It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session). 1 Year 24 Days [HubSpot](#)

YSC

This cookie is set by YouTube and is used to track the views of embedded videos. Session [YouTube](#)