



## 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	<a href="#">Google</a>
__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	<a href="#">Google</a>
__gat_gtag_UA_111451963_1	This cookie is set by Google and is used to distinguish users.	1 Min	<a href="#">Google</a>
__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	<a href="#">Hotjar</a>



__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	<a href="#">Hubspot</a>
YSC	This cookies is set by Youtube and is used to track the views of embedded videos.	Session	<a href="#">Youtube</a>
test_cookie	This cookie is set by doubleclick.net. The purpose of the cookie is to determine if the user's browser supports cookies.	Session	<a href="#">Google</a>
Ajs_anonymous_id	This cookie is set by Segment as a randomly generated ID. This 1 year cookie counts how many people visit the website by tracking if you have visited before.	1 Year	<a href="#">Segment</a>
ajs_group_id	This cookie is set by Segment. This 1 year cookie is used to track visitor usage and events within the website.	1 Year	<a href="#">Segment</a>



ajs\_user\_id

This cookie is set by Segment. This 1 year cookie is used to track visitor usage, events, and target marketing. It can also measure website performance and stability.

1 Year

[Segment](#)