

Store	BabySafety	√	
Cookie	Type	Meaning	
__unam	Functionality	This cookie is usually associated with the ShareThis social sharing widget placed in a site to enable sharing of content across various social networks. It counts clicks and shares of a page	
_utma	Performance	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. This cookie lasts for 2 years by default and distinguishes between users and sessions. It is used to calculate new and returning visitor statistics. The cookie is updated every time data is sent to Google Analytics. The lifespan of the cookie can be customised by website owners.	
_utmz	Performance	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour measure of site performance. This cookie identifies the source of traffic to the site - so Google Analytics can tell site owners where visitors came from when arriving on the site. The cookie has a life span of 6 months and is updated every time data is sent to Google Analytics.	
_ceg.s	Performance	This cookie name is associated with software provided by Crazy Egg Inc., a USA based company providing web analytics that tracks how visitors interact with pages on a site.	
_ceg.u	Performance	This cookie name is associated with software provided by Crazy Egg Inc., a USA based company providing web analytics that tracks how visitors interact with pages on a site	
_ga	Performance	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners	
_gat	Performance	This cookie name is associated with Google Universal Analytics, according to documentation it is used to throttle the request rate - limiting the collection of data on high traffic sites. It expires after 10 minutes	
_gid	Performance	This cookie name is associated with Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited.	
_mkto_trk	Performance	This cookie is associated with an email marketing service provided by Marketo. This tracking cookie allows a website to link visitor behaviour to the recipient of an email marketing campaign, to measure campaign effectiveness.	
_privy_a	Performance	Non-Identifiable Data: When you interact with Privy through the Services, we receive and store certain personally non-identifiable information	
_privy_b	Performance	Non-Identifiable Data: When you interact with Privy through the Services, we receive and store certain personally non-identifiable information	
_privy_E7F9BF0380F2412E62188C75	Performance	Non-Identifiable Data: When you interact with Privy through the Services, we receive and store certain personally non-identifiable information	
_privy_match_session	Performance	Non-Identifiable Data: When you interact with Privy through the Services, we receive and store certain personally non-identifiable information	
landing_site	Strictly Necessary	This helps identify the visit landing site	
liveagent_oref	Functionality	This cookie name is associated with technology from LiveAgent, which provides online chat and customer support functionality	
liveagent_ptid	Functionality	This cookie name is associated with technology from LiveAgent, which provides online chat and customer support functionality	
liveagent_sid	Functionality	This cookie name is associated with technology from LiveAgent, which provides online chat and customer support functionality	
liveagent_vc	Functionality	This cookie name is associated with technology from LiveAgent, which provides online chat and customer support functionality	
LoginEmail	Strictly Necessary	helps remember the login email	
optimizelyBuckets	Performance	Cookie set by the Optimizely website optimisation platform. Used to store the page variants assigned to a user for A/B performance testing, to ensure the user gets a consistent experience	
optimizelyEndUserId	Performance	Cookie set by the Optimizely website optimisation platform. This cookie is a unique user identifier	
optimizelySegments	Performance	This cookie is set by the Optimizely website optimisation platform. It holds audience segmentation information for a visitor	
PHPSESSID	Strictly Necessary	Cookie generated by applications based on the PHP language. This is a general purpose identifier used to maintain user session variables. It is normally a random generated number, how it is used can be specific to the site, but a good example is maintaining a logged-in status for a user between pages	
__SORTING_PREFS[ManageReviews]	Strictly Necessary	Reviews manager	
XSRF-TOKEN	Strictly Necessary	Token ID	