

ISPOR Cookie Inventory - 2026

Cookie	Service	Purpose	Categories of Information Processed	Domain	Duration	More information
	Google Analytics & Google Tracking Cookies	These cookies are managed by Google to track website performance, user behavior, and support advertising/security functionalities.				
SEARCH SAME SITE	Google	Tracking (Provides correct context for cross-site cookie transmission to guarantee security)	Technical cookie routing attributes.	google.com	2 weeks	Google's Privacy Policy
Secure-1PAPISID	Google Accounts / Security & Personalization	Tracking (Used to verify user accounts, block fraudulent access, protect user information, and tailor advertisement relevancy)	Encrypted Google account profiles, access credentials, and user behavioral profiling.	google.com	1 month	Google's Privacy Policy
Secure-1PSID	Google Accounts / Security & Personalization	Tracking (Used to verify user accounts, block fraudulent access, protect user information, and tailor advertisement relevancy)	Encrypted Google account profiles, access credentials, and user behavioral profiling.	google.com	1 month	Google's Privacy Policy
Secure-1PSIDCC	Google Accounts / Security & Personalization	Tracking (Used to verify user accounts, block fraudulent access, protect user information, and tailor advertisement relevancy)	Encrypted Google account profiles, access credentials, and user behavioral profiling.	google.com	1 year	Google's Privacy Policy
Secure-1PSIDTS	Google Accounts / Security & Personalization	Tracking (Used to verify user accounts, block fraudulent access, protect user information, and tailor advertisement relevancy)	Encrypted Google account profiles, access credentials, and user behavioral profiling.	google.com	1 year	Google's Privacy Policy
Secure-3PAPISID	Google Accounts / Security & Personalization	Tracking (Used to verify user accounts, block fraudulent access, protect user information, and tailor advertisement relevancy)	Encrypted Google account profiles, access credentials, and user behavioral profiling.	google.com	1 year	Google's Privacy Policy
Secure-3PSID	Google Accounts / Security & Personalization	Tracking (Used to verify user accounts, block fraudulent access, protect user information, and tailor advertisement relevancy)	Encrypted Google account profiles, access credentials, and user behavioral profiling.	google.com	1 year	Google's Privacy Policy
Secure-3PSIDCC	Google Accounts / Security & Personalization	Tracking (Used to verify user accounts, block fraudulent access, protect user information, and tailor advertisement relevancy)	Encrypted Google account profiles, access credentials, and user behavioral profiling.	google.com	1 year	Google's Privacy Policy
Secure-3PSIDTS	Google Accounts / Security & Personalization	Tracking (Used to verify user accounts, block fraudulent access, protect user information, and tailor advertisement relevancy)	Encrypted Google account profiles, access credentials, and user behavioral profiling.	google.com	1 year	Google's Privacy Policy
gcl_au	Google AdSense / Conversion Tracking	Tracking (Used to test advertisement efficiency and store conversion actions)	Randomly generated user identifier and ad click interaction data.	ispor.org	3 months	Google's Privacy Policy
_ga	Google Analytics	Tracking (Used to distinguish unique website visitors)	Randomly generated string value containing an anonymous user ID, browser data, and site activity.	ispor.org	1 year 1 month	Google's Privacy Policy Google Analytics Help
_ga_SFY9FMVNYN	Google Analytics	Tracking (Used to maintain individual user session state and activity)	Unique session identifiers, page views, and event records.	ispor.org	1 year 1 month	Google's Privacy Policy
QTZ	Google Analytics / Ads	Tracking (Aggregates website traffic patterns to support personalized web experiences)	Browser telemetry and navigation history.	www.google.com	2 weeks	Google's Privacy Policy
NID	Google Core Services	Security, Tracking, Functionality, Advertising (Remembers user preference settings, like preferred language and helps customize ads)	Custom user configuration parameters and ad targeting profiles.	google.com	6 months	Google's Privacy Policy
ecf	Google DoubleClick	Marketing (Used to track and evaluate marketing performance and online ad interactions)	Ad view logs, clicks, and tracking identifiers.	google.com	15 days	Google's Privacy Policy
IDC	Google DoubleClick	Marketing (Registers and reports visitor behavior after an ad click to gauge ad efficacy and tailor future promotions)	Anonymous user conversion paths and tracking hashes.	douclick.net	5 months	Google's Privacy Policy
S	Google Infrastructure	Security (Used to optimize backend service routing and mitigate threats)	Server distribution markers and internal request codes.	google.com	2 months	Google's Privacy Policy
gads	Google Publisher Toolbar / Ads	Tracking (Monitor active web interaction sessions)	Temporary session key.	google.com	Session	Google's Privacy Policy
gpl	Google Publisher Toolbar / Ads	Tracking (Used for ad frequency capping, fraud prevention, and device identification)	Advertising identifiers, interaction records, and device diagnostic data.	google.com	2 weeks	Google's Privacy Policy
AEC	Google Security	Security (Ensures that web requests originate from the real user to block cross-site request forgery attacks)	Advertising identifiers, interaction records, and device diagnostic data.	google.com	2 weeks	Google's Privacy Policy
APISID	Google Security & Authentication	Security / Tracking (Contains digitally signed and encrypted records of a user's Google Account ID and sign-in details to prevent identity fraud)	Unique browser and session verification string.	google.com	5 months	Google's Privacy Policy
HSID	Google Security & Authentication	Security / Tracking (Contains digitally signed and encrypted records of a user's Google Account ID and sign-in details to prevent identity fraud)	Encrypted profile keys, timestamps, and login validation credentials.	google.com	1 year 1 month	Google's Privacy Policy
SAPISID	Google Security & Authentication	Security / Tracking (Contains digitally signed and encrypted records of a user's Google Account ID and sign-in details to prevent identity fraud)	Encrypted profile keys, timestamps, and login validation credentials.	google.com	1 year 1 month	Google's Privacy Policy
SID	Google Security & Authentication	Security / Tracking (Contains digitally signed and encrypted records of a user's Google Account ID and sign-in details to prevent identity fraud)	Encrypted profile keys, timestamps, and login validation credentials.	google.com	1 year 1 month	Google's Privacy Policy
SIDCC	Google Security & Authentication	Security / Tracking (Contains digitally signed and encrypted records of a user's Google Account ID and sign-in details to prevent identity fraud)	Encrypted profile keys, timestamps, and login validation credentials.	google.com	1 year	Google's Privacy Policy
SSID	Google Security & Authentication	Security / Tracking (Contains digitally signed and encrypted records of a user's Google Account ID and sign-in details to prevent identity fraud)	Encrypted profile keys, timestamps, and login validation credentials.	google.com	1 year 1 month	Google's Privacy Policy
	Hotjar Cookies	Hotjar monitors click paths and scrolls to analyze how visitors engage with the site.				
hjSession_5166731	Hotjar	Analytics (Maintains data for the duration of the current user session)	Current session state, activity statuses, and referral links.	ispor.org	6 hours	Hotjar Privacy Policy
hjSessionUser_5166731	Hotjar	Analytics (Ensures behavior from returning visitors is associated with the same Hotjar user footprint)	Hotjar User ID unique to the specified website.	ispor.org	1 year	Hotjar Privacy Policy
	LinkedIn Cookies	LinkedIn cookies measure campaign outcomes and support targeted marketing integrations for members.				
AnalyticsSyncHistory	LinkedIn	Marketing (Logs the time a data synchronization occurred with regional ad servers)	Sync status codes and server timestamps.	linkedin.com	1 month	LinkedIn Privacy Policy
bookie	LinkedIn	Analytics (Acts as a unique browser ID token to prevent platform abuse and in demographic reports)	Device fingerprints and tracking hashes.	linkedin.com	1 year	LinkedIn Privacy Policy
li_sugr	LinkedIn	Marketing (Assists in drawing probabilistic identity matches for ad targeting outside specific core regions)	Anonymous network and device parameters.	linkedin.com	3 months	LinkedIn Privacy Policy
lfdc	LinkedIn	Preferences (Manages connection stability by optimizing global server routing and load balancing)	Server cluster indicators.	linkedin.com	1 day	LinkedIn Privacy Policy
UserMatchHistory	LinkedIn	Marketing (Coordinates across different web locations to show tailored professional advertisement feeds)	Cross-domain user profile matching ID.	linkedin.com	1 month	LinkedIn Privacy Policy
	Marketo Cookies	Marketo assists with CRM integrations and lead capture.				
mktio_ttk	Marketo (Adobe)	Marketing (Tracks user navigation paths and syncs them with an automated marketing profile if they fill out a form)	Web engagement metrics, IP locations, and user form identifiers.	ispor.org	1 year 1 month	Adobe Privacy Policy
uetaid	Microsoft Advertising (Universal Event Tracking)	Marketing (Logs live browsing behaviors for conversion analytics and target audience remarketing)	Short-term visitor tracking identifiers and action histories.	ispor.org	1 day 6 hours	Microsoft Privacy Statement
	Microsoft Clarity & Bing Cookies	These cookies are deployed by Microsoft services to power behavior visualization (like heatmaps) and run conversion tracking for marketing campaigns.				
uetvid	Microsoft Advertising (Universal Event Tracking)	Marketing (Uniquely recognizes returning browsers over time to run targeted ad campaigns)	Long-term unique marketing tracking string.	ispor.org	1 year 1 month	Microsoft Privacy Statement
MR	Microsoft Bing	Analytics (Collects supplementary data for diagnostic and telemetry analysis)	Optimization logs and internal request codes.	bat.bing.com	1 week	Microsoft Privacy Statement
MUID	Microsoft Bing	Analytics (Identifies unique web browsers across Microsoft web domains to assist in market tracking and diagnostic fraud protection)	Shared cross-site unique tracking ID.	bing.com	1 year 1 month	Microsoft Privacy Statement
click	Microsoft Clarity	Analytics (Stores a persistent user identifier to track individual site navigation over time)	Unique Clarity browser ID, device settings, and interaction metadata.	ispor.org	1 year	Microsoft Privacy Statement
clk	Microsoft Clarity	Analytics (Groups multiple sequential page views by a single visitor into a coherent recording session)	Active page counts and session status information.	ispor.org	1 day	Microsoft Privacy Statement
CLID	Microsoft Clarity	Analytics (Optimizes web layout based on generalized usage analytics)	Web performance metrics and anonymous engagement values.	www.clarity.ms	1 year	Microsoft Privacy Statement
MUID	Microsoft Clarity	Analytics (Identifies unique web browsers across Microsoft web domains to assist in market tracking and diagnostic fraud protection)	Shared cross-site unique tracking ID.	clarity.ms	1 year 1 month	Microsoft Privacy Statement
	Snowplow Analytics Cookies	Snowplow offers general behavior and data processing analytics.				
sp_id.94b1	Snowplow Analytics	Analytics (Maintains localized tracking histories like creation time, total visit frequencies, and active periods)	Multi-value analytics identifier, timestamp arrays, and visit index numbers.	www.ispor.org portal.ispor.org	1 year 1 month	Snowplow Privacy Policy
sp_ase.94b1	Snowplow Analytics	Analytics (Traces how long a specific browser session stays active)	Short-term active session string.	www.ispor.org portal.ispor.org	6 hours	Snowplow Privacy Policy
	Intercom & Cookiebot Cookies	These cookies manage user communications and preferences.				
intercom-id-Im6dc9a	Intercom (Deployed via Cookiebot)	Preferences (Saves unique device profiles to let users retain their text logs and context when using live support chats)	Unique text-chat conversation token and user app settings.	cookiebot.com	2 1/2 months	Intercom Privacy Policy Cookiebot Privacy Policy
intercom-device-id-Im6dc9a	Intercom (Deployed via Cookiebot)	Preferences (Saves unique device profiles to let users retain their text logs and context when using live support chats)	Unique text-chat conversation token and user app settings.	cookiebot.com	2 1/2 months	Intercom Privacy Policy Cookiebot Privacy Policy
	Core Website System & Security Cookies (First-Party)	These cookies are natively set by ISPOR's own Content Management System (Sitefinity) and hosting environments (ASP.NET, Cloudflare) to verify secure logins, process forms safely, and remember technical user options.				
cf_clearance	Cloudflare Network	Security (Remembers if a browser successfully resolved a spam/bot security puzzle to skip repeated challenges)	Human-verification execution records.	ispor.org	1 year	Cloudflare Privacy Policy
CookieConsent	ISPOR Consent Manager - CookieBot	Necessary (Remembers which categories of cookies the user approved or blocked in the banner)	Binary privacy choice indicators (True/False).	www.ispor.org portal.ispor.org	1 year	ISPOR Privacy Policy ISPOR Cookie Policy CookieBot Privacy Policy
AspNet.Cookies	ISPOR First-Party System (ASP.NET)	Necessary (Maintains an authenticated session token for users logged into their accounts)	Securely encrypted identity voucher.	www.ispor.org	1 day	ISPOR Privacy Policy ISPOR Cookie Policy
ASP.NET_SessionId	ISPOR First-Party System (ASP.NET)	Necessary (Maintains a standard session reference number to remember ongoing server actions like form progress)	Temporary unique session verification text.	www.ispor.org portal.ispor.org	Session	ISPOR Privacy Policy ISPOR Cookie Policy
isporlogin	ISPOR Member Portal System	Necessary (Manages login state transitions within the specialized Portal environment)	Encrypted portal session indicator.	portal.ispor.org	1 year	ISPOR Privacy Policy ISPOR Cookie Policy
isporpw	ISPOR Member Portal System	Necessary (Helps securely manage localized portal session persistence)	Encrypted operational tokens.	portal.ispor.org	1 year	ISPOR Privacy Policy ISPOR Cookie Policy
sf_site	Sitefinity CMS	Functional (Maintains site scope context across multi-domain structures)	Technical site profile ID.	www.ispor.org	1 year 3 months	ISPOR Privacy Policy ISPOR Cookie Policy
SF-Tokenid	Sitefinity CMS	Functional (Handles anti-forgery protection tokens to keep submitted forms safe from malicious intercepts)	Cryptographic verification string.	www.ispor.org	6 hours	ISPOR Privacy Policy ISPOR Cookie Policy