

Cookie Information

What are Cookies

Cookies are small files of information that a web server generates and sends to a web browser. Web browsers store the cookies they receive for a predetermined period of time, or for the length of a user's session on a website. They attach the relevant cookies to any future requests the user makes of the web server.

Cookies in Appian.com

Strictly necessary cookies stored

These cookies are strictly necessary for the functioning of the website (like authentication, security, UI preference, load balancing) because without these the website functionalities will not work.

| Cookie Name | Domain | Type | Description |
|------------------------------|------------|---|-------------|
| Affinity | appian.com | Session | |
| cookie_consent_user_accepted | appian.com | Persistent (Expires after a certain period) | |

Cookie Stored on Consent

All these cookies are set once You give consent for the cookies.

| Cookie Name | Domain | Type | Desc | Category of Cookie |
|------------------------------|------------|---|---------------------------------|--------------------|
| cookie_consent_user_accepted | appian.com | Persistent (Expires after a certain period) | | First Party |
| cookie_consent_level | appian.com | Persistent (Expires after a | Type of consent given is stored | First Party |

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|---------------------|------------|--|---|---|
| | | certain period) | | |
| __pdst | appian.com | Persistent (Expires after a certain period - 1 year) | | First Party - performance/analytics |
| _an_uid | appian.com | Persistent (Expires after a certain period - 7 days) | This is used for optimizing advertisement and for efficient retargeting. | First Party - Targeting and advertising |
| _fbp | appian.com | Persistent (Expires after a certain period - 90 days) | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers | First Party - Targeting and advertising |
| _ga | appian.com | Persistent (Expires after a certain period ~390 days) | This cookie name is associated with Google Universal Analytics | First Party - Performance |
| _ga_6DNC4GHWTP | appian.com | Persistent (Expires after a certain period ~390 days) | This cookie name is associated with Google Universal Analytics | First Party - Performance |
| _gat_UA-nnnnnnnn-nn | appian.com | Expire after few seconds | This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It appears to be a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites. | First Party - Performance |
| _gcl_au | appian.com | Persistent (Expires after a certain period | Campaign Manager, Display & Video 360, Google Ads, Search Ads | First Party - Targeting and |

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|--|------------|---|---|-------------------------|
| | | ~90 days) | 360 | advertising |
| _gd_session | appian.com | Persistent (Expires after a certain period ~1 year) | Google Analytics | First Party - Analytics |
| _gd_visitor | appian.com | Persistent (Expires after a certain period ~1 year) | Google Analytics | First Party - Analytics |
| _gid | appian.com | Persistent (Expires after a certain period ~24 hrs) | Google Analytics | First Party - Analytics |
| _hjAbsoluteSessionInProgress | appian.com | Persistent (Expires after a certain period ~30 minutes duration, extended on user activity.) | Hotjar - Used to detect the first pageview session of a user. | First Party - Tracking |
| _hjFirstSeen | appian.com | Persistent (Expires after a certain period ~30 minutes duration, extended on user activity.) | Hotjar - Identifies a new user's first session.Used by Recording filters to identify new user sessions. | First Party - Tracking |
| _hjIncludedInPageviewSample , _hjIncludedInSessionSample_{site_id}, | appian.com | 2 minutes duration, extended every 30 seconds. | Hotjar - Set to determine if a user is included in the data sampling defined by your site's pageview limit. | First Party - Tracking |

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|--------------------------|-------------|---|---|---|
| _hjSessionUser_{site_id} | appian.c_om | 365 days | Set when a user first lands on a page.Persists the Hotjar User ID which is unique to that site. Hotjar does not track users across different sites.Ensures data from subsequent visits to the same site are attributed to the same user ID. | First Party - Tracking |
| _hjSession_{site_id} | appian.com | 30 minutes duration, extended on user activity. | Holds current session data.Ensures subsequent requests in the session window are attributed to the same session. | First Party - Tracking |
| _uetSID | appian.com | 1 day | Used by Bing | First Party - Targeting and advertising |
| _uetvid | appian.com | 389 days | Used by Microsoft Bing | First Party - Tracking |
| at_check | appian.com | Session | Used to determine if a visitor supports cookies. Set each time a visitor requests a page. | First Party |
| drift_aid | appian.com | ~ 1 year | Used by drift . This is the anonymous identifier token used to tie the user to the profile within the Drift system. This allows Drift to | First Party - Ad cookies |

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|------------------------|-----------------|--|---|----------------------------------|
| | | | remember the information that this user has provided through the chat on subsequent site visits | |
| drift_campaign_refresh | appian.com | ~ 30 mins | Used by drift | First Party - Functional cookies |
| mbox | appain.com | ~390 dyas | Adobe Target : A cookie used to keeps a number of values (session ID, pc ID, check and disable) to manage how visitors experience Target campaigns. | First Party |
| Siteimprove | appian.com | ~390 days | Siteimprove : This cookie is used to help record the visitor's use of the website. This information is then used to improve the user experience on the website. This Siteimprove Analytics cookie contains a randomly generated ID used to recognize the browser when a visitor reads a page. The cookie contains no personal information and is used only for web analytics. | First Party |
| IDE | doubleclick.net | Persistent (Expires after a certain period - 390 days) | This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Google's real time bidding advertising exchange | 3rd Party |
| test_cookie | doubleclick.net | Persistent (Expires after a certain period - 15 mins) | This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Google's real time bidding advertising exchange. | 3rd Party |

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| 6suuid | 6sc.co | Persistent (Expires after a certain period ~ 390 days) | 6Sense : Registers user behavior and navigation on the website, and any interaction with active campaigns. This is used for optimizing advertisement and for efficient retargeting. | 3rd Party |
| uuid2 | .adnxs | Persistent (Expires after a certain period ~ 1 month) | Adnxs.com is run by AppNexus, a company that provides technology, data and analytics to help companies buy and sell online display advertising. | 3rd Party |
| TDCPM | adsvr.org | Persistent (Expires after a certain period ~ 1 year) | This domain is owned by TheTradeDesk. The main business activity is: Ad Serving Platform | 3rd Party |
| TDID | adsvr.org | Persistent (Expires after a certain period ~ 1 year) | This domain is owned by TheTradeDesk. The main business activity is: Ad Serving Platform | 3rd Party |
| an_airpr_recent_visit | dpx.airpr.com | Persistent (Expires after a certain period ~ 15 mins) | https://cookiepedia.co.uk/host/dpx.airpr.com | 3rd Party |
| bito, bitoIsSecure | bidr.io | ~ 390 dyas | Beeswax | 3rd party - Advertising |
| MUID | bing.com | ~390 dyas | Microsoft User Identifier tracking cookie used by Bing Ads | 3rd party |
| MUIDB | bat.bing.com | ~ 7 days | Marketing-This cookie is used to measure the use of the website for internal analytics. | 3rd Party - Marketing |
| D41ID | d41.co | ~ 1 year | Dun & Bradstreet : derive anonymous information concerning businesses visiting our websites. | 3rd Party - Performance |
| D41IDT | d41.co | Expires in few | Dun & Bradstreet : derive | 3rd Party - |

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|----------------------|------------------|------------------------|---|----------------------------------|
| | | seconds | anonymous information concerning businesses visiting our websites. | Performance |
| __cf_bm | .g2crowd.com | Expires in few seconds | The __cf_bm cookie is generated independently by Cloudflare, and does not correspond to any user ID or other identifiers in a customer's web application. | 3rd Party |
| _kuid_ | krxid.et | ~ 6 months | Salesforce : Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads. | 3rd party - Advertising |
| AnalyticsSyncHistory | linkedin.com | 30 days | Used to store information about the time a sync took place with the lms_analytics cookie | 3rd Party |
| li_sugr | linkedin.com | 90 days | Used to make a probabilistic match of a user's identity outside the Designated Countries | 3rd Party |
| UserMatchHistory | linkedin.com | 30 days | LinkedIn Ads ID syncing | 3rd Party |
| bcookie | linkedin.com | 1 year | Browser Identifier cookie to uniquely identify devices accessing LinkedIn to detect abuse on the platform | 3rd Party |
| lidc | linkedin.com | 24 hrs | To facilitate data center selection | 3rd Party |
| bscookie | www.linkedin.com | 1 year | Used for remembering that a logged in user is verified by two factor authentication | 3rd Party |
| Pxrc, rlas3 | rlcdn.com | ~60 days | The pxrc and rlas3 cookies are used to deliver ads more relevant to the user. | 3rd Party : Targeting/ Profiling |

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|------------------------------|---------------------------------|-----------|--|-----------|
| <u>AWSALBCOR</u> <u>S</u> | .global.siteimproveanalytics.io | ~ 7 days | This cookie is managed by AWS and is used for load balancing. | 3rd Party |
| <u>muc_ads</u> | t.co | 399 days | Twitter : Collects data on user behaviour and interaction in order to optimize the website | 3rd Party |
| personalization_id | .twitter.com | ~390 days | Twitter cookies | 3rd Party |
| __cf_bm | .zoominfo.com | ~ 30 mins | Cloudflare cookie | 3rd Party |
| _cfuvid | .zoominfo.com | Session | Cloudflare cookie | 3rd Party |

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