

Picnic Cookie Table

Cookie Name	Party	Description	Domain Cookie Category	Hostname	Lifespan	Expiry Duration	Expiry Unit
	Third Party	This domain is owned by Facebook, which is the world's largest social networking service. As a third party host provider, it mostly collects data on the interests of users via widgets such as the 'Like' button found on many websites. This is used to serve targeted advertising to its users when logged into its services. In 2014 it also started serving up behaviourally targeted advertising on other websites, similar to most dedicated online marketing companies.	Analytical cookies	www.facebook.com	SESSION	0	Days
sc_at	Third Party	Cookie associated with embedding content from Snapchat.	Essential Cookies	snapchat.com	PERSISTENT	389	Days
initialTrafficSource	First Party	This cookie is set by Google Analytics. The cookie is used to track the initial source of action through which a user landed on the website.	Analytical cookies	picnic.app	PERSISTENT	719	Days
utm_medium	First Party	This cookie is set by Google Analytics. The cookie is used for campaign tracking purposes	Analytical cookies	picnic.app	PERSISTENT	29	Days
_clsk	First Party	This cookie is set by Microsoft Clarity. It is used to connect multiple page views by a user into a single session.	Analytical cookies	picnic.app	PERSISTENT	0	Days
IDE	Third Party	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Google's real time bidding advertising exchange	Advertising cookies	doubleclick.net	PERSISTENT	389	Days
_tt_enable_cookie	First Party	Tracking cookie used by TikTok to identify a visitor	Advertising cookies	picnic.app	PERSISTENT	389	Days
lidc	Third Party	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.	Advertising cookies	linkedin.com	PERSISTENT	0	Days
_click	First Party	This cookie is set by Microsoft Clarity. It is used to store a unique user ID for marketing and tracking purposes.	Analytical cookies	picnic.app	PERSISTENT	364	Days
_gclxxx	First Party	Google conversion tracking cookie	Analytical cookies	picnic.app	PERSISTENT	89	Days
_ttp	First Party	Tracking cookie used by TikTok to identify a visitor	Advertising cookies	picnic.app	PERSISTENT	389	Days
_ttp	Third Party	Tracking cookie used by TikTok to identify a visitor	Advertising cookies	tiktok.com	PERSISTENT	389	Days
X-AB	Third Party	Analytical cookie used for AB testing	Analytical cookies	sc-static.net	PERSISTENT	0	Days
pll_language	First Party	This cookie name is associated with the Polylang plug-in for WordPress powered websites. it stores a language preference for the visitor to support multi-lingual websites. When set as a persistent cookie, or with the default lifespan of 1 year, it has to be considered Functional rather than strictly necessary.	Essential Cookies	picnic.app	PERSISTENT	364	Days
OptanonAlertBoxClosed	First Party	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a one year lifespan and contains no personal information.	Essential Cookies	picnic.app	PERSISTENT	539	Days

test_cookie	Third Party	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Googles real time bidding advertising exchange	Advertising cookies	doubleclick.net	PERSISTENT	0	Days
__cfuid	Third Party	Cloudflare cookie used for load balancing purposes.	Essential Cookies	medium.com	SESSION	0	Days
bcookie	Third Party	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.	Advertising cookies	linkedin.com	PERSISTENT	730	Days
utm_campaign	First Party	This cookie is set by Google Analytics. The cookie is used to provide parameters to URLs to identify campaigns that refer traffic.	Analytical cookies	picnic.app	PERSISTENT	0	Days
SRM_B	Third Party	This domain is owned by Microsoft - it is the site for the search engine Bing.	Analytical cookies	c.bing.com	PERSISTENT	389	Days
bscookie	Third Party	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.	Advertising cookies	www.linkedin.com	PERSISTENT	730	Days
_gid	First Party	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._gid	Analytical cookies	join.picnic.app	PERSISTENT	0	Days
_gid	First Party	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._gid	Analytical cookies	picnic.app	PERSISTENT	0	Days
ANONCHK	Third Party	This cookie is set by Microsoft Clarity. The cookie indicates whether the MUID is transferred to ANID, a cookie used for advertising. Clarity doesn't use ANID and so this is always set to 0.	Advertising cookies	c.clarity.ms	PERSISTENT	0	Days
_scid	First Party	Cookie associated with Snapchat. Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates realtime bidding for advertisers.	Advertising cookies	picnic.app	PERSISTENT	395	Days

UserMatchHistory	Third Party	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.	Advertising cookies	linkedin.com	PERSISTENT	29	Days
_gat_UA-	First Party	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.	Analytical cookies	picnic.app	PERSISTENT	0	Days
_gat_UA-	First Party	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.	Analytical cookies	join.picnic.app	PERSISTENT	0	Days
utm_source	First Party	This cookie is set by Google Analytics. The cookie is used to provide parameters to URLs to identify campaigns that refer traffic.	Analytical cookies	picnic.app	PERSISTENT	29	Days
__utmzses	First Party	UTM Parameters used for advertising/tracking with Google Analytics	Analytical cookies	picnic.app	SESSION	0	Days
_schn	First Party	This cookie is associated with Snapchat. It tracks individual sessions on the website, allowing the website to compile statistical data from multiple visits. This data can also be used to create leads for marketing purposes.	Advertising cookies	picnic.app	SESSION	0	Days
handl_landing_page	First Party	This cookie is set by Google Analytics. The cookie is used to provide parameters to URLs to identify campaigns that refer traffic.	Analytical cookies	picnic.app	PERSISTENT	29	Days
handl_ip	First Party	This cookie is set by HandL UTM Grabber plugin. The cookie is used to store the IP of the user.	Analytical cookies	picnic.app	PERSISTENT	29	Days
VISITOR_INFO1_LIVE	Third Party	This cookie is used as a unique identifier to track viewing of videos	Advertising cookies	youtube.com	PERSISTENT	179	Days
_fbp	First Party	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	Advertising cookies	picnic.app	PERSISTENT	89	Days
SM	Third Party	Used in synchronizing the MUID across Microsoft domains.	Advertising cookies	c.clarity.ms	SESSION	0	Days
CLID	Third Party	Identifies the first-time Clarity saw this user on any site using Clarity.	Analytical cookies	www.clarity.ms	PERSISTENT	364	Days
lang	Third Party	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.	Advertising cookies	linkedin.com	SESSION	0	Days

lang	Third Party	This domain is owned by LinkedIn, the business networking platform. This sub-domain is connected with LinkedIn's marketing services that enable website owners to gain insight into types of users on their site based on LinkedIn profile data, to improve targeting.	Advertising cookies	ads.linkedin.com	SESSION	0	Days
handl_url	First Party	This cookie is set by HandL UTM Grabber plugin. The cookie is used to store the url of the last touch (where user comes from just before a conversion)	Analytical cookies	picnic.app	PERSISTENT	29	Days
utm_content	First Party	This cookie is set by Google Analytics. The cookie is used to track the campaign through which a user visited the website.	Analytical cookies	picnic.app	PERSISTENT	0	Days
MUID	Third Party	Identifies unique web browsers visiting Microsoft sites. These cookies are used for advertising, site analytics, and other operational purposes.	Advertising cookies	clarity.ms	PERSISTENT	389	Days
YSC	Third Party	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	Advertising cookies	youtube.com	SESSION	0	Days
_GRECAPTCHA	Third Party	This cookie helps to provide spam protection.	Functional	www.google.com	PERSISTENT	179	Days
OptanonConsent	First Party	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.	Essential Cookies	picnic.app	PERSISTENT	539	Days
AnalyticsSyncHistory	Third Party	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.	Advertising cookies	linkedin.com	PERSISTENT	29	Days
handl_original_ref	First Party	This cookie is set by HandL UTM Grabber plugin. The cookie is used to store the original referral.	Analytical cookies	picnic.app	PERSISTENT	0	Days
utm_term	First Party	This cookie is set by Google Analytics. The cookie is used to send information related to the campaign term keyword to Google Analytics.	Analytical cookies	picnic.app	PERSISTENT	0	Days
li_sugr	Third Party	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.	Advertising cookies	linkedin.com	PERSISTENT	89	Days

gclid	First Party	This cookie is set by Google Analytics. The cookie is used to track users' clicks and attribute them to a campaign.	Analytical cookies	picnic.app	PERSISTENT	0	Days
__Secure-YEC	Third Party	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	Advertising cookies	youtube.com	PERSISTENT	394	Days
CONSENT	Third Party	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	Advertising cookies	youtube.com	PERSISTENT	729	Days
_ga	First Party	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._ga	Analytical cookies	join.picnic.app	PERSISTENT	729	Days
_ga	First Party	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._ga	Analytical cookies	picnic.app	PERSISTENT	729	Days
li_gc	Third Party	This domain is owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.	Advertising cookies	linkedin.com	PERSISTENT	728	Days
handl_ref	First Party	This cookie is set by HandL UTM Grabber plugin. The cookie is used to store the referral of the last touch (where user comes from just before a conversion)	Analytical cookies	picnic.app	PERSISTENT	0	Days
_uetmsckid	Third Party	This is the Microsoft Click ID, which is used to improve the accuracy of conversion tracking.	Advertising cookies	picnic.app	PERSISTENT	90	Days
_uetvid	Third Party	UET assigns this unique, anonymized visitor ID, representing a unique visitor. UET stores this data in a first-party cookie.	Advertising cookies	picnic.app	PERSISTENT	13	Months
_uetsid	Third Party	This contains the session ID for a unique session on the site.	Advertising cookies	picnic.app	SESSION	0	Days
MUID	Third Party	This is a Microsoft cookie that contains a GUID assigned to your browser. It gets set when you interact with a Microsoft property, including a UET beacon call or a visit to a Microsoft property through the browser.	Advertising cookies	picnic.app	PERSISTENT	24	Months

username	First Party	user	Essential Cookies	picnic.app	PERSISTENT	0	Days
_vis_opt_exp_{CAMPAIGNID}_goal_{GOALID}	First Party	This cookie is created when a campaign goal is triggered. This cookie, when created, will always have a value of 1	Analytical cookies	picnic.app	PERSISTENT	100	days
_vis_opt_test_cookie	First Party	This cookie is created to detect if the cookies are enabled on the visitor's browser or not. It also helps in tracking the number of browser sessions a visitor has gone through. The value of this cookie is always 1	Analytical cookies	picnic.app	SESSION	Expires on browser close	-
_vis_opt_exp_{CAMPAIGNID}_combi	First Party	This cookie is created when a visitor is chosen for a particular variation for a test. This cookie makes sure that visitors see the same variation when they revisit the page in the future. Here the Control has a value of 1, Variation #1 has a value of 2, Variation #2 has a value of 3, and so on	Analytical cookies	picnic.app	PERSISTENT	100	days
_vis_opt_exp_{CAMPAIGNID}_exclude	First Party	This cookie is created when a visitor has been excluded from a Test Campaign due to the traffic percentage specifications. The value is always 1	Analytical cookies	picnic.app	PERSISTENT	100	days
_vis_opt_exp_{CAMPAIGNID}_split	First Party	This cookie is created when one of the variations is chosen for the visitor, but the visitor is not yet redirected to the variation page. It exists so that VWO can verify that the variation page corresponds to the chosen variation after landing on the page. The value is >=2 (as 1 corresponds to Control and it's not created in case the Control is chosen) NOTE: This cookie is created only for Split URL campaigns.	Analytical cookies	picnic.app	PERSISTENT	100	days
_vis_opt_s	First Party	This cookie tracks session created for a visitor, i.e., the number of times the browser was closed and reopened. The value is >=1, followed by a pipe sign. For example, the value of 2 indicates that the visitor restarted the browser once while 3 means twice	Analytical cookies	picnic.app	PERSISTENT	100	days
_vis_opt_out	First Party	This cookie indicates that the visitor should not be made part of any campaign. Its value is 1	Analytical cookies	picnic.app	PERSISTENT	10	years
_vwo_uuid	First Party	This cookie generates a unique id for every visitor and is used for the report segmentation feature in VWO, and it also allows you to view data in a more refined manner	Analytical cookies	picnic.app	PERSISTENT	10	years
_vwo_uuid_{CAMPAIGNID}	First Party	This cookie is created for each cross-domain campaign. It generates a unique id for every visitor and is used for the report segmentation feature in VWO, and it also allows you to view data in a more refined manner	Analytical cookies	picnic.app	PERSISTENT	10	years
_vwo_ds	First Party	This cookie stores persistent visitor-level data for VWO Insights	Analytical cookies	picnic.app	PERSISTENT	Depends on the retention period of the account	-
_vwo_sn	First Party	This cookie stores session-level information	Analytical cookies	picnic.app	SESSION	30 mins and reset again to 30 mins on visitor activity	-
_vwo_uuid_v2	First Party	This cookie calculates unique traffic on a website	Analytical cookies	picnic.app	PERSISTENT	366	days
_vis_opt_exp_{CAMPAIGNID}_combi_choose	First Party	This cookie stores the chosen combination. It's a temporary cookie that gets deleted when the campaign changes are applied	Analytical cookies	picnic.app	PERSISTENT	Persists until campaign changes are applied	-
_vwo_referrer	First Party	This cookie stores referral info allowing VWO to identify the original Traffic source in case of the Split URL campaign NOTE: This cookie is created only for Split URL campaigns but can be read by all campaign types.	Analytical cookies	picnic.app	PERSISTENT	15	seconds

_vwo	First Party	This cookie is a jar of all the cookies. It is currently created only for the Safari browser. In the future, it would replace all the cookies. The actual expiry of a cookie doesn't matter as it stores the expiry of cookies set in it and keeps on expiring them	Analytical cookies	picnic.app	PERMANENT	Expires in the year 2096	-
_vwo_global_opt_out	First Party	This cookie is persisted when a visitor opts out of vwo on all websites in a given browser.	Analytical cookies	picnic.app	PERSISTENT	100	days
_vwo_ssm	First Party	This cookie is used for testing and is created only on sites that use the HTTP protocol. This is used to check if VWO can create cookies on them, post which this cookie is deleted.	Analytical cookies	picnic.app	PERSISTENT	3650	days
_dd_s	First Party	This cookie is used to group all events generated from a unique user session across multiple pages	Analytical cookies	picnic.app	SESSION	4	hours
dd_site_test_*	First Party	Temporary cookie used to test for cookie support. Expires instantly.	Analytical cookies	picnic.app	SESSION	0	hours
dd_cookie_test_*	First Party	Temporary cookie used to test for cookie support. Expires instantly.	Analytical cookies	picnic.app	SESSION	0	hours