List of Cookies

ßLast updated **2 March 2020**.

Strictly Necessary Cookies
First party cookies

Type	Cookie Name	Duration	Description
Magento eCommerce platform	external_no_cache	At end of session	Records whether caching of a page is allowed or not
Magento eCommerce platform	frontend	At end of session	Used to store an anonymous session id
Google Tag Manager	_dc_gtm_UA-	At end of session	Loads other scripts and code into a page. Without it other scripts may not function correctly.
Site security	XSRF-TOKEN	At end of session	This cookie is written to help with site security in preventing Cross-Site Request Forgery attacks.
Cookie banner	hasConsent	At end of session	Tracks whether a user has consented to receive cookies
Tycho	_vam-web_session	At end of session	Stores the session ID for website administrators
Search the Archives	Musearchive_session	At end of session	Stores session ID
Design a Wig	design_a_wig_session	At end of session	Stores session ID
V&A Images	ASPSESSIONIDXXXXXXXX	At end of session	Stores Session ID for V&A Images
V&A Images	Cookies…	365 days	Tracks whether a user has consented to receive cookies

Performance Cookies
First party cookies

Type	Cookie Name	Duration	Description
Google Analytics	_ga	730 months	Distinguishes 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.
Google Analytics	ga_session_id	At end of session	Unique session identifier (based on the timestamp of the session_start event) associated with each event that occurs within a session
Google Analytics	_gid	24 hours	Stores and updates a unique value for each page visited.
Google Analytics	*_gat	10 minutes	Throttles the request rate - limiting the collection of data on high traffic sites. It expires after 10 minutes.
Google Analytics	*__utma	1 year	Calculates 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.
Google Analytics	*__utmv	2 years	Used when site owners create custom visitor-level variables for customising what can be measured. The cookie is updated every time data is sent to Google Analytics. It has a default lifespan of two years, although this can be customised by site owners.
Google Analytics	*__utmc	At end of session	Used in combination with the __utmb cookie

			to identify new sessions/visits for returning visitors. When used by Google Analytics this is always a Session cookie which is destroyed when the user closes their browser.
Google Analytics	* __utmz	182 days	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.
Google Analytics	*__utmt	10 minutes	Throttle the request rate for the service - limiting the collection of data on high traffic sites. It expires after 10 minutes
Google Analytics	* __utmb	30 minutes	Determines new sessions and visits and expires after 30 minutes. The cookie is updated every time data is sent to Google Analytics. Any activity by a user within the 30 minute life span will count as a single visit, even if the user leaves and then returns to the site. A return after 30 minutes will count as a new visit, but a returning visitor.
Hotjar	_hjid	At end of session	Persists the random user ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.

	*_hjIncludedInSample	At end of session	Uniquely identifies a visitor during a single browser session and indicates they are included in an audience sample.
	_hjTLDTest	At end of check	Tries to determine the most generic cookie path we should use, instead of the page hostname. This is done so that cookies can be shared across subdomains (where applicable). To determine this, we try to store the _hjTLDTest cookie for different URL substring alternatives until it fails. After this check, the cookie is removed.

Third Party Cookies

Type & Host	Name	Duration	Description
Hotjar script.hotjar.com	_hjIncludedInSample	At end of session	Uniquely identifies a visitor during a single browser sessions and indicates that they are included in a sample
Hotjar script.hotjar.com	_hjCachedUserAttributes	At end of session	Stores User Attributes which are sent through the Hotjar Identify API, whenever the user is not in the sample. These attributes will only be saved if the user interacts with a Hotjar Feedback tool.
Dotdigital engagement cloud webinsight.s3.amazonaws.com	recordID	365 days	Tracks and identifies a visitor as an Engagement Cloud contact whilst they browse a site's pages. This data can then be used for better

			segmenting and targeting of contacts.
Dotdigital engagement cloud webinsight.s3.amazonaws.com	dmSessionID	At end of session	Tracks and identifies a visitor as an Engagement Cloud contact whilst they browse a site's pages. This data can then be used for better segmenting and targeting of contacts.
Google Universal Analytics sketchfab.com	_ga	730 days	Distinguishes 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.
Google Universal Analytics sketchfab.com	_gid	24 hours	Stores and updates a unique value for each page visited.
Google Universal Analytics sketchfab.com	_gat	10 minutes	Throttles the request rate - limiting the collection of data on high traffic sites. It expires after 10 minutes.

Functionality cookies
First Party Cookies

Type	Cookie Name	Duration	Description
Drupal	has_js	At end of session	Indicate whether or not the visitors browser has JavaScript enabled.
V&A	asset-id-history	At end of session	Maintains a list of recently viewed pages for your convenience

Magento eCommerce Platform	basketCount	1 day	Display the number of items in your basket
V&A Images	PopPreview	At end of session	Enables lightbox functionality
V&A Images	LightboxSliderTab	365 days	Enables lightbox functionality
V&A Images	LightboxSliderState	365 days	Enables lightbox functionality
V&A Images	ResultsGrid	At end of session	Enables lightbox functionality
V&A Images	WordPrompter	At end of session	Enables Search functionality
V&A Images	SearchNav	365 days	Enables Search functionality
V&A Images	lastSearch	365 days	Enables Search functionality

Third Party Cookies

Type & Host	Cookie Name	Duration	Description
Vimeo vimeo.com	vuid	730 days	Sets cookies on any page that embeds a Vimeo video.
Soundcloud	sc_anonymous_id	3650 days	Allows embedding of soundcloud files on to the website
Dotdigital engagement cloud r1.dotmailer-surveys.com	Survey-Started-f848n73c	At end of session	Tracks and identifies a respondent as they answer the survey and records when the survey is complete.
	Survey-f848n73c	366 days	Tracks and identifies a respondent as they answer the survey and records when the survey is complete.
Cloudflare r1-t.trackedlink.net r1.trackedweb.net r1.dotmailer-surveys.com r1-app.dotdigital.com Medium.com Pingdom.net Zeoptap.com	__cfduid	1487 days	Enables Cloudflare, to manage security and load balancing. Collects and anonymizes End User IP addresses using a one-way hash of certain values so they cannot be personally identified. The cookie

			is a session cookie that expires after 30 days

Targeting Cookies

First Party Cookies

Type	Cookie Name	Duration	Description
Facebook	_fbp	90 days	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers
Dotmailer	dmSessionID	End of session	This cookie is a short lived session identifier.
	recordID	365 days	unique user identifier, enabling persistent linking of behaviour on the site to a particular user and email campaign response.
Quantcast	__qca	392 days	Tracks audience reach
Google Adwords	_gac_*	90 days	Contains campaign related information for the user. If you have linked your Google Analytics and AdWords accounts, AdWords website conversion tags will read this cookie unless you opt-out.

Third Party Cookies

Type & Host	Name	Duration	Description
Sizmek serving-sys.com	eyeblaster	At end of session	Provides multi-platform targeted advertising services.
Sizmek serving-sys.com	t1	89 days	This domain is owned

			by Sizmek (formerly DG MediaMind). They provide multi-platform targeted advertising services.
Sizmek serving-sys.com	ActivityInfo2	89 days	Used for targeted advertising
Sizmek serving-sys.com	u2	89 days	User for targeted advertising
Facebook facebook.com	Fr	90 days	Contains browser and user unique ID combinaton, used for targeted advertising.
MediaMath mathtag.com	mt_misc	30 days	This domain is owned by MediaMath Inc. a US based digital advertising business.
MediaMath mathtag.com	mt_mop	30 days	This domain is owned by MediaMath Inc. a US based digital advertising business.
MediaMath mathtag.com	uuidc	393 days	This domain is owned by MediaMath Inc. a US based digital advertising business.
Twitter	personalization_id	730 days	This cookie is set due to Twitter integration and sharing capabilities for the social media
YouTube youtube.com	GPS	At end of session	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location
	YSC	At end of session	Registers a unique ID to keep statistics of

			what videos from YouTube the user has seen.
	VISITOR_INFO1_LIVE	180 days	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.
Quantcast quantserve.com	mc	396 days	Tracks anonymous information about how website visitors use the site.
	d	90 days	Market and Audience Segmentation, Targeted advertising services
Doubleclick Doubleclick.net	test_cookie	At the end of the session	Googles real time bidding advertising exchange
	IDE	390 days	Googles real time bidding advertising exchange
Digtitrust Digitru.st	DigiTrust.v1.identity	403 days	Targeting advertising
Zeotap Zeotap.com	Zc	3650 days	Targeting advertising
Sketchfab Sketchfab.com	Sb_t_us	365 days	Enables functionality of embedded 3d models

Google API Cookies
The following cookies still exist across the legacy of V&A digital estate and are captured here for completeness.
First party cookies

Type	Cookie Name	Duration	Description
Google APIs	js-on	3650 days	Google API
Google APIs	ag_ob	3650 days	Google API
Google APIs	b5bde3a3c3e71e852472c558f62065b2	7 days	Google API

Third party cookies

Type	Cookie Name	Duration	Description
Google APIs ajax.googleapis.com	js-on	3650 days	Google API
Google APIs ajax.googleapis.com	ag_ob	3650 days	Google API
Google APIs ajax.googleapis.com	asset-id-history	At the end of session	Google API
Google APIs ajax.googleapis.com	ga_session_id	At the end of session	Google API