List of Cookies

ßLast updated 2 March 2020.

Strictly Necessary Cookies

First party cookies

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

Performance Cookies

First party cookies

Туре	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 theutmb cookie

		1	1
			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	_hjIncludedInSample	At end of session	Uniquely identifies a
script.hotjar.co			visitor during a single
m			browser sessions and
			indicates that they are
			included in a sample
Hotjar	_hjCachedUserAttribut	At end of session	Stores User Attributes
script.hotjar.co	es		which are sent through
m			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 engag	recordID	365 days	Tracks and identifies a
ement cloud			visitor as an
webinsight.s3.a			Engagement Cloud
mazonaws.com			contact whilst they
			browse a site's pages.
			This data can then be
			used for better

			segmenting and
			targeting of contacts.
Dotdigital engag	dmSessionID	At end of session	Tracks and identifies a
ement cloud			visitor as an
webinsight.s3.a			Engagement Cloud
mazonaws.com			contact whilst they
			browse a site's pages.
			This data can then be
			used for better
			segmenting and
			targeting of contacts.
Google	_ga	730 days	Distinguishes unique
Universal			users by assigning a
Analytics			randomly generated
sketchfab.com			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	_gid	24 hours	
Universal	_6		
Analytics			Stores and updates a
sketchfab.com			unique value for each
			page visited.
Google	_gat		Throttles the request
Universal	_6		rate - limiting the
Analytics			collection of data on
sketchfab.com			high traffic sites. It
J.C.C.III ab.Com			expires after 10
		10 minutes	minutes.
	1	1 TO HIMIULES	minutes.

Functionality cookies

First Party Cookies

Туре	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	basketCount	1 day	Display the number of items in your basket
Platform			
V&A Images	PopPreview	At end of	Enables lightbox
		session	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	Enables lightbox
		session	functionality
V&A Images	WordPrompter	At end of	Enables Search
		session	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	vuid	730 days	Sets cookies on any
vimeo.com			page that embeds a
			Vimeo video.
Soundcloud	sc_anonymous_id	3650 days	Allows embedding
			of soundcloud files on
			to the website
Dotdigital engagement	Survey-Started-	At end of	Tracks and identifies a
cloud	f848n73c	session	respondent as they
r1.dotmailer-			answer the survey and
surveys.com			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	cfduid	1487 days	Enables Cloudflare, to
r1-t.trackedlink.net			manage security and
r1.trackedweb.net			load balancing.
r1.dotmailer-			Collects and
surveys.com			anonymizes End User
r1-app.dotdigital.com			IP addresses using a
Medium.com			one-way hash of
Pingdom.net			certain values so they
Zeoptap.com			cannot be personally
			identified. The cookie

	is a session cookie that
	expires after 30 days

Targeting Cookies First Party Cookies

Туре	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

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Facebook facebook.com Fr 90 days Contains browser and user unique ID combinaton, used for targeted advertising. MediaMath mathtag.com mt_misc MediaMath mathtag.com mt_mop MediaMath mathtag.com MediaMath Inc. a US based digital advertising business. This domain is owned by MediaMath Inc. a US based digital advertising business. This cookie is set due to Twitter integration and sharing capabilities for the social media YouTube	Sizmek	u2	89 davs	User for targeted
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At end of session Registers a unique ID		GPS		
			At end of session	Registers a unique ID
		YSC		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		100	
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

Туре	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

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