

## Cookies in use on the WBS website

Cookie name	Cookie purpose
CFID	ColdFusion-created session tracking variable
displayCookieNotice	This cookie lets us know whether you have seen our cookie notice
MOBILEFORMAT	true/false, whether or not to show mobile format of website
ORIGINALURLTOKEN	legacy hash for login
USERHASH	a secure one-time hash for login
USERID	the user's id
CFTOKEN	ColdFusion-created session tracking variable
jsessionid	ColdFusion-created session tracking variable
PREF	See link for information on the PREF cookie and other <a href="#">Google cookies</a>
uid	Uniquely assigned machine-generated user ID
uit	User id and login time tracking
psc	These cookies are used in recording user sharing and social activity
di	Maintenance cookies that help manage expiration for other cookies
dt	Maintenance cookies that help manage expiration for other cookies
__atuvc	<p>These cookies allow AddThis to collect certain anonymous information when you visit our website. AddThis may use non-personally identifiable information during your visits in order to provide advertisements about goods and services likely to be of greater interest to you. <a href="http://www.addthis.com/tos">http://www.addthis.com/tos</a></p>
__atavs	
bt	
bt2	
di2	
pt	
oo	
ck	
um	
uvc	
loc	

_utm*	<p>We use Google Analytics cookies in order to analyse and measure how visitors use our website. We use the information to compile reports and to help us improve the site. These cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited whilst on our website.</p> <p><a href="#">Google Analytics Cookie Usage on Websites</a></p>
_ga	
_gat*	
_dc_gtm*	
_dc_utm_UA*	
dm_i	This cookie allows us to gather ROI data from Dotmailer email campaigns
pid	Cookies which are created by Twitter to enable their <a href="#">Tailored Suggestions</a> feature that personalizes content and suggestions for Twitter users based on their website visits
MR	<p>These cookies Identifies unique browsers visiting Microsoft sites. They are used for advertising, site analytics and other operational purposes.</p> <p><a href="#">Microsoft.com</a></p>
MUID	
test_cookie	<p>Google DoubleClick cookies are used to improve advertising. Some common applications are to target advertising based on what's relevant to a user, to improve reporting on campaign performance, and to avoid showing ads the user has already seen.</p> <p>Google <a href="#">DoubleClick</a> Ad targeting cookies</p>
ld	
_drt_	
apisid	
nid	
tdcpm	<p>These cookies are used in conjunction with a Trade Desk tag (also known as web beacons or pixel tags). These cookies help us deliver targeted advertisements to visitors to our website when they visit third party websites.</p> <p><a href="http://www.adsrvr.org">http://www.adsrvr.org</a></p>
tdid	
anj	<p>These cookies are used in conjunction with a Trade Desk tag (also known as web beacons or pixel tags). These cookies help us deliver targeted advertisements to visitors to our website when they visit third party websites.</p> <p><a href="http://www.appnexus.com/platform-policy">http://www.appnexus.com/platform-policy</a></p>
sess	
uuid2	

**This list is correct as of the 01<sup>th</sup> of April 2015.**

We will endeavour to keep this list up to date but it is by no means definitive.

If you have any queries please contact [webteam@wbs.ac.uk](mailto:webteam@wbs.ac.uk)