

Cookie Name	Purpose(s)	Product(s)	Cookie Lifespan	Domain(s)
__gsas	Advertising	AdSense for Search	3 months	Set from partner domain
__gpi	Advertising	AdSense, Google Ad Manager	13 months	Set from partner domain
__gpi_optout	Advertising	AdSense, Google Ad Manager	13 months	Set from partner domain
NID	Security, Analytics, Functionality, Advertising	AdSense for Search, Google Ads	6 months	google.com and local variations, e.g. google.de
DSID	Security, Functionality, Advertising	AdSense, Campaign Manager, Google Ad Manager, Google Analytics, Display & Video 360, Search Ads 360	2 weeks	doubleclick.net
test_cookie	Functionality	AdSense, Campaign Manager, Google Ad Manager, Google Analytics, Display & Video 360, Search Ads 360	15 minutes	doubleclick.net
id	Functionality, Advertising	AdSense, Campaign Manager, Display & Video 360, Google Ad Manager, Search Ads 360	OPT_OUT: fixed expiration (year 2030/11/09), non-OPT_OUT: 13 months EEA UK / 24 months elsewhere	doubleclick.net
__gads	Advertising	AdSense, Display & Video 360, Google Ad Manager, Google Ads	13 months	Set from partner domain
GED_PLAYLIST_ACTIVITY	Advertising	AdSense, Google Ad Manager, YouTube	Session	Set from partner domain
ACLK_DATA	Advertising	AdSense, Google Ad Manager, YouTube	5 minutes	youtube.com
pm_sess	Security, Functionality	Campaign Manager, Display & Video 360, Google Ads, Search Ads 360	30 minutes	doubleclick.net, google.com
pm_sess_NNN	Security, Functionality	Campaign Manager, Display & Video 360, Google Ads, Search Ads 360	30 minutes	doubleclick.net, google.com
aboutads_sessNNN	Security, Functionality	Campaign Manager, Display & Video 360, Google Ads, Search Ads 360	30 minutes	doubleclick.net, google.com
FPAU	Analytics, Advertising	Campaign Manager, Display & Video 360, Google Ads, Search Ads 360	90 days	Set from partner domain
ANID	Advertising	Campaign Manager, Display & Video 360, Google Ads, Search Ads 360	13 months EEA UK / 24 months elsewhere	google.com and local variations, e.g. google.de
AID	Analytics, Advertising	Campaign Manager, Display & Video 360, Google Ads, Search Ads 360	13 months EEA UK / 540 days elsewhere	google.com/ads, google.com/ads/measurement, googleadservices.com
IDE	Advertising	Campaign Manager, Display & Video 360, Google Ad Manager, Google Analytics, Search Ads 360	13 months EEA UK / 24 months elsewhere	doubleclick.net
TAID	Analytics, Advertising	Campaign Manager, Display & Video 360, Google Ads, Search Ads 360	14 days	google.com/ads, google.com/ads/measurement, googleadservices.com
FPGCLDC	Analytics, Advertising	Campaign Manager, Display & Video 360, Search Ads 360	90 days	Set from partner domain
_gcl_dc	Analytics, Advertising	Campaign Manager, Display & Video 360, Search Ads 360	90 days	Set from partner domain
_gcl_au	Analytics, Advertising	Campaign Manager, Display & Video 360, Google Ads, Search Ads 360	90 days	Set from partner domain
FLC	Advertising	Campaign Manager, Display & Video 360, Search	10 seconds	doubleclick.net

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		Ads 360		
RUL	Advertising	Display & Video 360, Google Ads	12 months	doubleclick.net
FCCDCF	Functionality	Funding Choices	13 months	Set from partner domain
FCNEC	Analytics	Funding Choices	365 days	Set from partner domain
FPGCLAW	Analytics, Advertising	Google Ads	90 days	Set from partner domain
FPGCLGB	Analytics, Advertising	Google Ads	90 days	Set from partner domain
_gcl_gb	Analytics, Advertising	Google Ads	90 days	Set from partner domain
_gac_gb_<wpid>	Analytics, Advertising	Google Ads	90 days	Set from partner domain
_gcl_aw	Analytics, Advertising	Google Ads	90 days	Set from partner domain
1P_JAR	Advertising	Google Ads	30 days	google.com and local variations, e.g. google.de
Conversion	Advertising	Google Ads	90 days	www.googleadservices.com/pagead/conversion/
YSC	Security	Google Ads, YouTube	Session	youtube.com
VISITOR_INFO1_LIVE	Security, Advertising	Google Ads, YouTube	180 days	youtube.com
VISITOR_INFO1_LIVE__k	Security, Advertising	Google Ads, YouTube	180 days	youtube.com
VISITOR_INFO1_LIVE__default	Security, Advertising	Google Ads, YouTube	180 days	youtube.com
FPLC	Analytics	Google Analytics	20 hours	Set from partner domain
_ga	Analytics	Google Analytics	2 years	Set from partner domain
gac<wpid>	Advertising	Google Analytics	90 days	Set from partner domain
_gid	Analytics	Google Analytics	24 hours	Set from partner domain
gat[<customname>]	Analytics	Google Analytics	1 minute	Set from partner domain
__utma	Analytics	Google Analytics	2 years	Set from partner domain
__utmb	Analytics	Google Analytics	30 minutes	Set from partner domain
__utmc	Analytics	Google Analytics	Session	Set from partner domain
__utmt	Analytics	Google Analytics	10 minutes	Set from partner domain
__utmz	Analytics	Google Analytics	6 months	Set from partner domain
__utmv	Analytics	Google Analytics	2 years	Set from partner domain
AMP_TOKEN	Functionality	Google Analytics	30 seconds to 1 year	Set from partner domain
FPID	Analytics	Google Analytics	2 years	Set from partner domain
GA_OPT_OUT	Functionality	Google Analytics	10 Nov 2030 (all cookies)	google-analytics.com
ga<wpid>	Analytics	Google Analytics 360	2 years	Set from partner domain
_dc_gtm_<property-id>	Analytics	Google Analytics, Google Tag Manager	1 minute	Set from partner domain
_gaexp	Analytics	Google Analytics, Optimize	Set by customer; max of 93 days	Set from partner domain
_gaexp_rc	Analytics	Google Analytics, Optimize	10 seconds	Set from partner domain

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_opt_awcid	Analytics	Google Analytics, Optimize	24 hours	Set from partner domain
_opt_awmid	Analytics	Google Analytics, Optimize	24 hours	Set from partner domain
_opt_awgid	Analytics	Google Analytics, Optimize	24 hours	Set from partner domain
_opt_awkid	Analytics	Google Analytics, Optimize	24 hours	Set from partner domain
_opt_utmc	Analytics	Google Analytics, Optimize	24 hours	Set from partner domain
_gcl_gf	Analytics, Advertising	Google Flights	90 days	Set from partner domain
_gcl_ha	Analytics, Advertising	Google Hotel Ads	90 days	Set from partner domain
PAIDCONTENT	Analytics, Advertising	Google Surveys	30 days	doubleclick.net
_opt_expid	Analytics	Optimize	10 seconds	Set from partner domain
APC	Advertising, Security	Campaign Manager, Display & Video 360	6 months	doubleclick.net