

COOKIE NAME	PROVIDER	CATEGORY	EXPIRY	DESCRIPTION
__hs_opt_out	upthink.works	necessary	180 days	Used by the banner to not ask visitors to accept cookies again
__cfuid	upthink.works	necessary	session	Used by the content network, Cloudflare, to identify trusted web traffic.
__hssrc	upthink.works	analytics	session	Used to determine if a session is a new session
hubspotutk	upthink.works	analytics	179 days	Contains visitor's identity
__hssc	upthink.works	analytics	29 minutes	Analytics session cookie
__hs_initial_opt_in	upthink.works	necessary	7 days	Used to prevent always on banner display when visitors are browsing in strict mode
__cf_bm	upthink.works	necessary	30 minutes	Cloud flare's bot products identify and mitigate automated traffic to protect your site from bad bots. Cloudflare places the __cf_bm cookie on End User devices that access Customer sites that are protected by Bot Management or Bot Fight Mode. The __cf_bm cookie is necessary for the proper functioning of these bot solutions.
__hs_do_not_track	upthink.works	necessary	179 days	Prevents the tracking code from sending any information to HubSpot
JSESSIONID	nr-data.net	functionality	session	JSESSIONID is a platform session cookie and is used by sites with JavaServer Pages (JSP). The cookie is used to maintain an anonymous user session by the server.
__cf_bm	hubspot.com	necessary	29 minutes	Cloud flare's bot products identify and mitigate automated traffic to protect your site from bad bots. Cloudflare places the __cf_bm cookie on End User devices that access Customer sites that are protected by Bot Management or Bot Fight Mode. The __cf_bm cookie is necessary for the proper functioning of these bot solutions.
__hstc	upthink.works	analytics	179 days	Analytics tracking cookie
YSC	youtube.com	functionality	session	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.
VISITOR_INFO1_LIVE	youtube.com	advertisement	179 days	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.