

Cookie Types	Descriptions
Technical Cookies	These cookies are essential to ensure the correct functioning of the website, to allow you to register/login and access reserved features, and to allow us to monitor the security of the website and improve operating performance, for example, by storing your preferences to enhance your subsequent visits.
Analytics Cookies	These cookies allow us to collect and analyze traffic and use of the website on an anonymous basis and to understand and improve how visitors use the website, including which pages and products are viewed most frequently. These cookies are not strictly necessary for the website to work but will provide you a better browsing experience.
Profiling Cookies	These cookies allow us to track your navigation of the website to create profiles of your tastes, habits, choices, etc., to send you promotional messages targeted to your preferences. Refusal of these cookies will not affect the proper functioning of the website but will prevent us from being able to send your promotional messages targeted to your preferences.

Technical Cookies

Use Case	Cookie Key	Domain	Path	Cookie Type	Expiration	Cookie Description
In-Site	__RequestVerificationToken	www.vertiv.com	/	First-party	Session	Cookie created to prevent Cross-Site Request Forgery attacks on submitted forms.
ASP.NET	.ASPXANONYMOUS	www.vertiv.com	/	First-party	27 days	This cookie is set by ASP.NET. The cookie is used to a unique ID for users to store tracking data within a session, anonymously.
In-Site	ARRAffinitySameSite	.www.vertiv.com	/	First-party	Session	This is used for load balancing to make sure the visitor page requests are routed to the same server in any browsing session.
In-Site	ARRAffinity	.www.vertiv.com	/	First-party	Session	This is used to control the effective loading of the website and to ensure that all user requests are directed to the same server in any browsing session.
ASP.NET	ASP.NET_SessionId	www.vertiv.com	/	First-party	Session	This cookie is a session cookie. The cookie is needed for the website to work.
Vertiv	timeZone	www.vertiv.com	/	First-party	Session	This is used to get the current time zone of the user to be used on the site.
Vertiv	GDPR:OneTimeNewExpirationDate	www.vertiv.com	/	First-party	6 months, 26 days	This cookie marks that as aligned with the GDPR to set the cookie expiration to 1 year.
Vertiv	currentCountry	www.vertiv.com	/	First-party	10 months, 21 days	This is used to get the current country of the user based on its geolocation.
EPIServer	epslanguage	www.vertiv.com	/	First-party	10 months, 21 days	Force a page to display in a specific language dynamically.
EPIServer	EPI_NumberOfVisits	www.vertiv.com	/	First-party	11 months, 10 days	This cookie is set for creating and analyzing number of visits in websites.
Google Tag Manager	_dc_gtm_UA-77557024-1	.vertiv.com	/	First-party	52 seconds	This cookie is associated with sites using Google Tag Manager to load other scripts and code into a page. Where it is used it may be regarded as Strictly Necessary as without it, other scripts may not function correctly. The end of the name is a unique number which is also an identifier for an associated Google Analytics account.
LinkedIn	bscookie	.www.linkedin.com	/	Third-party	1 year	Used by the social networking service, LinkedIn, for tracking the use of embedded services.
Microsoft Azure	x-ms-routing-name	.www.vertiv.com	/	First-party	1 hour	Azure sets this cookie for routing production traffic by specifying the production slot.
Microsoft Azure	TiPMix	.www.vertiv.com	/	First-party	1 hour	Used in Azure during deployments to pin a user session to a deployment slot.
Q4	did	login.q4inc.com	/	Third-party	1 year	Unique id that identifies the user's session.
-	Ubdc+j3wh3aRVFBK7V3n-4S3QbOAI5oIPR9zGhLGHpAA_	partners.vertiv.com	/	First-party	Session	-

Cookie Descriptions

Analytics Cookies

Use Case	Cookie Key	Domain	Path	Cookie type	Expiration	Cookie Description
HotJar	_hjAbsoluteSessionInProgress	.vertiv.com	/	First-party	Expired	This cookie is used to detect the first pageview session of a user. This is a True/False flag set by the cookie.
HotJar	_hjFirstSeen	.vertiv.com	/	First-party	30 minutes	This is set to identify a new user's first session. It stores a true/false value, indicating whether this was the first time Hotjar saw this user. It is used by Recording filters to identify new user sessions.
LinkedIn	AnalyticsSyncHistory	.linkedin.com	/	Third-party	1 month	Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries.
Google Analytics	_gid	.vertiv.com	/	First-party	1 day	Used to distinguish users.
Google Analytics	_ga	.vertiv.com	/	First-party	1 year, 24 days	Used to distinguish users.
Google Analytics	__utmz	.partners.vertiv.com	/	First-party	6 months, 2 days	Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics.
Google Analytics	__utmt	.partners.vertiv.com	/	First-party	10 minutes	Used to throttle request rate.
Google Analytics	__utmc	.partners.vertiv.com	/	First-party	Session	Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the __utmb cookie to determine whether the user was in a new session/visit.
Google Analytics	__utma	.partners.vertiv.com	/	First-party	1 year, 1 month	Used to distinguish users and sessions. The cookie is created when the javascript library executes and no existing __utma cookies exists. The cookie is updated every time data is sent to Google Analytics.
Google Analytics	__utmb	.partners.vertiv.com	/	First-party	30 minutes	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. This cookie 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.
Twitter	personalization_id	.twitter.com	/	Third-party	7 months, 28 days	This cookie is set due for Twitter integration.
Youtube	YSC	.youtube.com	/	Third-party	Session	To Store and track interaction.
LinkedIn	lidc	.linkedin.com	/	Third-party	1 day	To facilitate data center selection.
LinkedIn	UserMatchHistory	.linkedin.com	/	Third-party	1 month	LinkedIn Ads ID syncing.
Quantcast	__qca	.vertiv.com	/	First-party	7 months, 20 days	To store and track audience reach.
LinkedIn	_gcl_au	.vertiv.com	/	First-party	28 days	Used through Google Analytics to understand user interaction with the site and advertising.
Youtube	VISITOR_INFO1_LIVE	.youtube.com	/	Third-party	6 months	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.
Facebook	_fbp	.vertiv.com	/	First-party	2 months, 9 days	This cookie is set by Meta for the purpose of advertisement and analytics.
Qualtrics	QSI_HistorySession	www.vertiv.com	/	First-party	Session	This is a session cookie that stores what pages a visitor has visited for the current session.
ASP.NET	ai_user	www.vertiv.com	/	First-party	1 year	This cookie name is associated with the Microsoft Application Insights software, which collects statistical usage and telemetry information for apps built on the Azure cloud platform. This is a unique user identifier cookie enabling counting of the number of users accessing the application over time.
ASP.NET	ai_session	www.vertiv.com	/	First-party	30 minutes	This cookie name is associated with the Microsoft Application Insights software, which collects statistical usage and telemetry information for apps built on the Azure cloud platform. This is a unique anonymous session identifier cookie.
Google Analytics	_ga_N95HJLX7MF	.vertiv.com	/	First-party	1 year, 1 month	This cookie is used by Google Analytics to persist session state.
Google Analytics	_ga_XWZBP0LB2Y	.vertiv.com	/	First-party	1 year, 1 month	This cookie is used by Google Analytics to persist session state.

Analytics Cookies

Use Case	Cookie Key	Domain	Path	Cookie type	Expiration	Cookie Description
Google Analytics	_ga_WHQGZERJ7E	.vertiv.com	/	First-party	1 year, 1 month	This cookie is used by Google Analytics to persist session state.
Google Analytics	_gat_UA-173950902-1	.vertiv.com	/	First-party	59 seconds	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It is a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.
Google Analytics	_gd_svisitor	www.vertiv.com	/	First-party	1 year, 1 month	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.
Snowplow Analytics	__uxq412_id.b6f4	investors.vertiv.com	/	First-party	1 year, 1 month	Used to collect statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded.
Snowplow Analytics	__uxq412_ses.b6f4	investors.vertiv.com	/	First-party	30 minutes	Used to collect statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded.
Qualtrics	_uetvid	Qualtrics.com	/	First-party	13 months	To store and track visits across websites.
Qualtrics	_uetsid	Qualtrics.com	/	First-party	1 day	To store and track visits across websites.
Qualtrics	_ga	Qualtrics.com	/	First-party	24 hours	Used to identify unique users.
Qualtrics	q_marketing_utm_ref_tracking	Qualtrics.com	/	First-party		Tracks referrer and page behavior to allow proper followup of form submissions
Qualtrics	FPLC	Qualtrics.com	/	First-party	20 hours	Analytics.
Qualtrics	mutiny.user.session_number	Qualtrics.com	/	First-party	20 hours	Used for Crossed Domain Tracking.
Qualtrics	mutiny.user.session	Qualtrics.com	/	First-party	30 minutes	Used to show personalised content to each website visitor.
Qualtrics	userType	Qualtrics.com	/	First-party		Tracks Qualtrics user type at login to Qualtrics software.
Qualtrics	brandID	Qualtrics.com	/	First-party		Tracks subdomain instance (usually Organization ID) at login to Qualtrics software.
Qualtrics	q_marketing_lang_ga_s	Qualtrics.com	/	First-party		Tracks referrer and page behavior to allow proper followup of form submissions.
Pendo.io	_ga_FJNMDHY864	Pendo.io	/	First-party	2 years	Used to persist session state.
Pendo.io	OptanonConsent	Pendo.io	/	First-party	1 year	Used to store cookie consent preferences.
Pendo.io	_biz_pendingA	Pendo.io	/	First-party	1 year	Temporarily stores analytics data until successfully sent to Marketo Measure server.
Pendo.io	_biz_nA	Pendo.io	/	Third-party	Session	This cookie is used to collect and store a unique identifier for the user. It helps Cloudflare distinguish between different visitors on a website and track their activities for security and analysis purposes.
Pendo.io	_biz_flagsA	Pendo.io	/	First-party	1 year	This cookie is used by Cloudflare to collect and store certain information about the user's browsing behavior and preferences. It helps Cloudflare optimize its services and improve the user experience.
Pendo.io	_mkto_trk	Pendo.io	/	First-party	2 years	Store and track interaction.
Pendo.io	_gcl_au	Pendo.io	/	First-party	Persistent	To store and track conversions.
Pendo.io	_biz_uid	Pendo.io	/	First-party	1 year	Uniquely identify a user on the current domain.
Pendo.io	_fbp	Pendo.io	/	First-party	3 months	To store and track visits across websites.
Pendo.io	_pendo_guides_blocked. a652cfd2-31b6-477c-79c2- 400dbd6b92de	Pendo.io	/	First-party	30 minutes; increases to 4 hours if we don't detect an ad blocker.	Avoid guide errors when we detect the visitor has an ad blocker.
Pendo.io	_ga	Pendo.io	/	First-party	2 years	To store and count pageviews.
Pendo.io	_cq_duid	Pendo.io	/	First-party		Monitor the technical information and use of devices that connect to our website to protect it from malicious traffic.
Pendo.io	_uetvid	Pendo.io	/	First-party	13 months	To store and track visits across websites.

Cookie Descriptions

Analytics Cookies

Use Case	Cookie Key	Domain	Path	Cookie type	Expiration	Cookie Description
	1P_JAR	Gstatic.com	/	First-party	1 month	To provide ad delivery or retargeting.
muc_ads	.t.co	Twitter Inc.	/	First-party	400 days	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.

Profiling Cookies

Use Case	Cookie Key	Domain	Path	Cookie type	Expiration	Cookie Description
LinkedIn	bcookie	.linkedin.com	/	Third-party	1 year	To store browser details.
Youtube	IDE	.doubleclick.net	/	Third-party	1 year	This cookie is set by Doubleclick and carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.
LinkedIn	li_sugr	.linkedin.com	/	Third-party	3 months	Used to make a probabilistic match of a user's identity outside the Designated Countries.
LinkedIn	li_gc	.linkedin.com	/	Third-party	6 months	Used to store consent of guests regarding the use of cookies for non-essential purposes.
	mc	.quantserve.com	/	Third-party	1 year, 1 month	This cookie is usually provided by Quantserve to track anonymous information about how website visitors use the site.
Snowplow Analytics	sp	investors.vertiv.com	/	First-party	1 year	Stores a server-side collector generated unique identifier for a user that is sent with all subsequent tracking event events.
	ELOQUA	.vertiv.com	/	First-party	1 year, 1 month	Eloqua Business Marketing platform - this cookie collects and transfers contact info from webforms to internal databases.
HotJar	_hjSessionUser_{site_id}	.vertiv.com	/	First-party	1 year	Hotjar cookie that is set when a user first lands on a page with the Hotjar script. It is used to persist the Hotjar 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.
HotJar	_hjSession_{site_id}	.vertiv.com	/	First-party	30 minutes	A cookie that holds the current session data. This ensures that subsequent requests within the session window will be attributed to the same Hotjar session.
HotJar	_hjIncludedInSessionSample	.vertiv.com	/	First-party	30 minutes	This cookie is set to let Hotjar know whether that user is included in the data.
6sense	6suuid	.6sc.co	/	Third-party	1 year, 1 month	Registers user behaviour and navigation on the website, and any interaction with active campaigns. This is used for optimizing advertisement and for efficient retargeting.
6sense	_gd_session	www.vertiv.com	/	First-party	4 hours	6sense cookie that collects visitor data related to the user's visit to the website, such as number of visits, average time spent on the website and which pages have been loaded, for the purpose of serving targeted advertisements.
6sense	_gd_visitor	www.vertiv.com	/	First-party	1 year, 1 month	6sense cookie that collects visitor data related to the user's visit to the website, such as number of visits, average time spent on the website and which pages have been loaded, for the purpose of serving targeted advertisements.
6sense	_an_uid	www.vertiv.com	/	First-party	7 days	6sense cookie that presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
Pendo	_pendo_accountId.SUB_KEY_VALUE	.pendo.io	/	Third-party	100 days	Identify and record the visitor's Account ID in Pendo.
Pendo	_pendo_visitorId.SUB_KEY_VALUE	.pendo.io	/	Third-party	100 days	Identify and record the visitor information for use in analytics and guide delivery.
Pendo	_pendo_meta.SUB_KEY_VALUE	.pendo.io	/	Third-party	100 days	Written and read to store a hash of the current metadata so that Pendo can see when it's changed and update it.

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