

Cookies usage

UserCentrics	Domain	Description	Expiry
uc_session	.usercentrics.eu	Used by UserCentrics for Consent Management	1 month
Google Analytics / Google Tag Manager	Domain		Expiry
AEC	.google.com	'AEC' cookies ensure that requests within a browsing session are made by the user, and not by other sites. These cookies prevent malicious sites from acting on behalf of a user without that user's knowledge	6 months
APISID	.google.com	Personalizes Google ads on websites based on recent searches and interactions.	394 days
HSID	.google.com	Google uses this to provide fraud prevention	394 days
NID	.google.com	Google uses this to provide ad delivery or retargeting, store user preferences.	183 days
OTZ	www.google.com	This cookie is used to support Google's advertising services	26 days
SAPISID	.google.com	Google collects visitor information for videos hosted by YouTube	394 days
SEARCH_SAMESITE	.google.com	This cookie is used for the correct sending of data to Google.	6 months
SID	.google.com	Google uses this to provide ad delivery or retargeting, provide fraud prevention.	394 days
SIDCC	.google.com	Google uses this to provide the identification of trusted web traffic.	365 days
SSID	.google.com	Google collects visitor information for videos hosted by YouTube	394 days
UULE	www.google.com	Google uses this to show you results that are relevant to your location	6 hours
__Secure-IPAPISID	.google.com	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	394 days
__Secure-IPSID	.google.com	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	394 days
__Secure-IPSIDCC	.google.com	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	365 days
__Secure-IPSIDTS	.google.com	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	365 days

__Secure-3PAPISID	.google.com	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	394 days
__Secure-3PSID	.google.com	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	394 days
__Secure-3PSIDCC	.google.com	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	365 days
__Secure-3PSIDTS	.google.com	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	365 days
__Secure-ENID	.google.com	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	390 days
_ga	.master-builders-solutions.netlify.app	This is a Google Analytics cookie which is used to identify unique users.	393 days
ga	.master-builders-solutions.netlify.app	This is a Google Analytics cookie which is used to identify unique users.	400 days
MBS functional cookie	Domain		Expiry
mbs_gateway	master-builders-solutions.netlify.app	Used to determine whether the user has seen the Global Gateway. If true (1) the user will not be presented with the Gateway again	365 days
Hotjar	Domain		Expiry
hjSessionUser{site_id}	.develop--master-builders-solutions.netlify.app	Set when a user first lands on a page. Persists the Hotjar User ID which is unique to that site. Hotjar does not track users across different sites. Ensures data from subsequent visits to the same site are attributed to the same user ID. 365 days duration. JSON data type.	365 days
hjSession{site_id}	.develop--master-builders-solutions.netlify.app	Holds current session data. Ensures subsequent requests in the session window are attributed to the same session. 30 minutes duration, extended on user activity. JSON data type.	30 mins

