

Cookies Appendix:

| Site | Full Tag (cookie) Name | Lifespan e.g. session, persistent | Full description (I.e. the exact purpose of the cookie, what it does) | 1st or 3rd Party | Essential/ Analytics/ Marketing | GatorMail Integrated | Intrusiveness/ Justification |
|------------------|--|---|--|------------------|---------------------------------|----------------------|--|
| CommuniGator | wow.session | Session | IIS Session cookie. | 1st | Essential | no | ZERO Standard session cookie served by the web server. |
| CommuniGator | wow.anonymousid | 2 Year | Anonymous Visitor Id | 1st | Analytics | No | LOW Does not store user data, only stores active menu node over post-back. |
| CommuniGator | wow.schedule | Session | Load Balance Session Queue | 1st | Essential | No | ZERO Standard session cookie served by the web server. |
| CommuniGator | wow.utmvalues | Session | Stores the UTM values for the session | 1st | Analytics | No | LOW Does not store user data, only stores active menu node over post-back. |
| CommuniGator | wow.trackingdata | Session | Stores the UTM values for the session | 1st | Analytics | No | LOW Does not store user data, only stores active menu node over post-back. |
| CommuniGator | wow.data | 2 Year | Holds the encrypted GatorMail identification | 1st | Marketing | Yes | MEDIUM Cookie which is only used by GatorMail integration so GatorLeads (previously known as WOW Analytics) knows email contacts visiting website |
| CommuniGator | ASPXAUTH | Session | CommuniGator Product Authentication | 1st | Essential | No | ZERO Authentication cookie served by the CommuniGator product. |
| CommuniGator | ASP.NET_SessionId | Session | IIS Session cookie. | 1st | Essential | No | ZERO Standard session cookie served by the web server. |
| Google Analytics | _utma _utmb _utmc _utmz | The longest lasting cookie expires 2 years after your last visit to the website. Others are deleted 6 months, 30 minutes and the moment you close your browser | Google Analytics is a web analytics service provided by Google, Inc. ("Google"), to help us see how our website is used. In doing so information about your use of our website, including your IP address, may be transmitted to Google and stored on servers in the United States. Google Analytics cookies do not collect personal data about our website visitors. The data collected by Google Analytics is used to analyse how frequently the same people revisit the University website, how the website is found (from advertising or referring websites), and which pages are most frequently viewed. This information is combined with data from thousands of other users to create an overall picture of website use, and is never identified individually or personally and is not linked to any other information we store about you. Google's privacy policy Opt out of Google Analytics | | Analytics | | LOW 3rd party cookie which does not personal store user data. |
| Vimeo | __utma, __utmb, __utmc, __utmv, __utmz, last_page, embed_preferences, has_logged_in, stats_start_date, stats_end_date, CAL, GAPS, N_T_S_adsense, adsenseReferralSourceId, adsenseReferralSubId, adsenseReferralUrl, adsenseReferralUrlQuery, APISID, HSID, NID, PREF, SAPISID, SID, SNID, SSID | There are some cookies that expire 10 years after first viewing a Vimeo video while most of them expire between a few days for up to two years after the last viewing of a Vimeo video. | Various alphanumeric unique identifiers, date of use information, list of viewing settings for the video being viewed, Vimeo and Google AdSense alphanumeric authenticating tokens. Vimeo sets a number of cookies on any page that embeds a Vimeo video. While we have no control over these cookies, they appear to include a mixture of pieces of information to measure the number and behaviour of Vimeo viewers, to hold information about current viewing video settings as well as a personal identification token, if you are logged into Vimeo. Furthermore, a set of cookies regarding Google AdSense advertising campaigns might be set, which contain identifiers that record user browsing behaviour Vimeo's Privacy Policy Vimeo's Cookie Policy . | | Analytics | | LOW |
| YouTube | SID, LOGIN_INFO, use_hotbox, PREF, SSID, HSID, watched_video_id_list, __utma, __utmz, demographics, VISITOR_INFO1_LIVE | Most of the cookies expire 10 years after your last visit to a page containing a Youtube video, although some expire sooner. | Various unique identifiers, as well as login information that may relate to a Google account. Google set a number of cookies on any page that includes a your visits to our website with your Google account if you are signed in to one. Information about your use of our website, including your IP address, may be transmitted to Google and stored on servers in the United States. This cookie does not identify you personally unless you are logged into Google, in which case it is linked to your Google account. Google's Privacy Policy Opt out of Google Analytics Youtube video. While we have no control over the cookies set by Google, they appear to include a mixture of pieces of information to measure the number and behaviour of Youtube users, including information that links | | Analytics | | LOW |