

## **INSYNC SITE : COOKIES**

<b>COOKIES NAME</b>	<b>PROPERTY</b>	<b>PURPOSE</b>	<b>DURATION TO RETAIN</b>
_ga	Google Analytics	The Google Analytics JavaScript libraries use HTTP cookies to "remember" what a user has done on previous pages / interactions with the website.	For most browsers (such as Google Chrome) The _ga cookie, by default, lasts for two years of inactivity. For returning users, every time a user visits your site, this extends the expiration to two years from the latest date.
_gac_gb_<container-id>	Google AdWords	The conversion tracking feature of Google Ads also uses cookies. It's used to help tracking sales and other conversions from the running ads. It adds a cookie to a person's computer when the person clicks an ad, it measures the person's behavior and activities performed through the ad in the set period of time.	90 days

Facebook Pixel

Facebook Ads

The Facebook pixel is an analytics tool that allows to measure the effectiveness of the advertising by understanding the actions (visits, pageviews etc.) people take on the website after landing on the particular ad.

180 days

