More Information About www.altr.com Cookies

Cookies labeled as necessary:

__cfduid

This cookie was initiated by the webserver and is required by the content network Cloudflare to identify trusted traffic. It expires after one year.

ASP.NET_SessionId

This cookie preserves the visitors session state across page requests. It is initiated by Salesfusion, a marketing analytics tool we use to gain insight into how visitors interact with our website. It expires when the browser session expires.

Cookies labeled as related to statistics:

_ga

This cookie contains a unique ID used by Google Analytics to generate statistical data on how the visitor uses the website. This cookie expires after two years.

_gat

This cookie is used by Google Analytics to throttle request rate. This cookie expires after a day.

_gid

This cookie contains a unique ID used by Google Analytics to generate statistical data on how the visitor uses the website. This cookie expires after one day.

collect

This cookie is used to send data to Google Analytics about the visitor's device and behavior and tracks the visitor across devices and marketing channels. It expires after the session.

Cookies labeled as related to marketing:

vuid

This cookie is generated within our video content from the Vimeo video hosting provider. It collects data on the user's visits to the website, such as which pages have been read. It expires after two years.

bid

This cookie is used by Salesfusion to distinguish between devices. It is used to compare against a master table of emails and relate the visitor to an existing email to ensure consistent tracking. It expires after 100 months.

trackalyzer

This cookie is used by Lead Lander analytical service to analyze website visitors and traffic patterns. It expires after one year.