Cookies set by iPerceptions Products

Last verified date: September 21, 2015.

Product + Version	Name	Nature	Purpose	When is it first set?	Access Type	Storage Method	Duration	Contains PII
Universal Script	ipe_s	Functional	Session ID	First page view with Universal Script placed	First party (client's website).	Cookie	Session	No
Universal Script	ipe.[companyid].pageViewedCount	Functional	Stores the number of visited pages in the current session.	First page view with Universal Script placed	Third party (iPerceptions domain)	Cookie	Session	No
Universal Script	ARRAfinity	Performance	Supports Microsoft Azure platform Application Request Routing.	First page view with Universal Script placed	Third party (iPerceptions domain)	Cookie	Session	No
Universal Script	IPdef.[iPerceptions Key]	Functional	Caches the Universal Script triggers definitions in client side storage to improve performance by minimizing the number of required HTTP requests required.	First page view with Universal Script placed	First party (client's website).	Session Storage	Session	No
Universal Script	IPengine	Functional	Caches the Universal Script engine in client side storage to improve performance by minimizing the number of required HTTP requests required.	First page view with Universal Script placed	First party (client's website).	Session Storage	Session	No
Universal Script	IPinvite.[iPerceptions Key]	Functional	Stores metadata on the Universal Script including: The device category (desktop, tablet, mobile) returned from our device detection library, the language (English, French, ...) of the user's browser, the URL where the Universal Script engine is located, the URL where triggers definitions are located.	First page view with Universal Script placed	First party (client's website).	Session Storage	Session	No
Universal Script	ipe.[companyid].pageViewed	Functional	Stores the most recent visited page in order to prevent increasing the number of pages viewed if the URL is not changed.	First page view with Universal Script placed	First party (client's website).	Session Storage	Session	No
Universal Script	ipe.[companyid].winning	Functional	The list of triggers that the user can be invited for on this visit. This is used so that rates for each trigger are only evaluated once per visit.	First page view with Universal Script placed	First party (client's website). AND Third party (iPerceptions domain)	Session Storage	Session	No
Universal Script	iperceptions.com	Functional	Stores visitor ID with history of previous website visits (time, ID, domain) and survey invitations shown. Support invite logic where the same company has multiple surveys; displaying a survey invitation requires no other survey has been shown within re-invite period.	First page view with Universal Script placed	First party (client's website). AND Third party (iPerceptions domain)	Local Storage	Until local storage cleared	No
ART	ipe_v	Functional	Stores the visitor ID for ART.	First page view with Universal Script placed and ART enabled.	First party (client's website).	Cookie	30 years	No
ART	ipe_i	Functional	ART model results (e.g. intent probability distribution) for current evaluation. This includes ART for recognition purposes and supports ART for Experience Optimization.	First page view with Universal Script placed and ART enabled.	First party (client's website).	Cookie	1 day	No
ART	ipe_h	Functional	Indicates the current visitor's page-level and visit-level data is being sent back to iPerceptions for ART processing.	First page view with Universal Script placed and ART enabled.	First party (client's website).	Cookie	1 day	No
Invite - Desktop. Universal Script + Legacy	IPE[SURVEYID]	Functional	Prevents an invitation from being shown again.	When a visitor is shown a survey invitation on desktop.	First party (client's website).	Cookie	Default 90 days (user-configurable)	No
Invite - Desktop Legacy. *Not supported on universal script.	IPE_S_[SURVEYID]	Functional	Prevents multiple invitation attempts. Note that this is no longer supported on universal script as universal script uses the invitation triggers instead of the invitation rate.	Legacy only: When a visitor is attempted to be invited but is not actually invited	First party (client's website).	Cookie	Session	No
Invite - Mobile. Universal Script + Legacy	IPE_M_[SURVEYID]	Functional	Set when a visitor is shown a survey invitation. If value = 1, user accepted the invite and we can persist the icon. If value = 0, user did not accept the invite and we cannot persist the icon or display another survey invite. On legacy only, if user is attempted to be invited but not actually invited, set for 1 day with value = 0, so that we do not attempt to invite the user again.	When a visitor is shown a survey invitation on mobile.	First party (client's website).	Cookie	Default 90 days (user-configurable)	No
Invite - Mobile. Universal Script + Legacy	IPE_DISP_[SURVEYID]	Functional	Persists the icon while this cookie is set. is used to allow the icon to persist for a shorter duration (10 days) while we don't display another survey invitation for a longer duration (90 days).	When a visitor accept the survey invitation on mobile.	First party (client's website).	Cookie	10 days	No
Collection	[surveyid]_action	Functional	Prevents start survey hit counter from firing more than once for a single survey.	Pressing start button on iPerceptions survey	First party (survey engine).	Cookie	1 day	No
Collection	Multiple cookies: 4Q__utma 4Q__utmb 4Q__utmc 4Q__utmk 4Q__utmv 4Q__utmx 4Q__utmz 4Q_gaCID 4QguidIPE 4Qua	Performance	Supports Google Analytics integration	Landing on the iPerceptions survey page	First party (survey engine).	Cookie	14 days	No
Collection	_ga	Performance	Supports Google Analytics integration	Landing on the iPerceptions survey page	First party (survey engine).	Cookie	Two years	No
Collection	__gat	Performance	Supports Google Analytics integration	Landing on the iPerceptions survey page	First party (survey engine).	Cookie	10 minutes	No
Collection	ASP.NET_SessionId	Functional	Session ID for server-side session support	Landing on the iPerceptions survey page	First party (survey engine).	Cookie	Session	No
Collection	PRUM_EPISODES	Performance	Supports Pingdom Real User Monitoring	Landing on the iPerceptions survey page	First party (survey engine).	Cookie	Session	No
Collection	ai_session	Performance	Supports Windows Azure Application Insights	Landing on the iPerceptions survey page	First party (survey engine).	Cookie	Permanent *over 10 years	No
Collection	ai_user	Performance	Supports Windows Azure Application Insights	Landing on the iPerceptions survey page	First party (survey engine).	Cookie	Permanent *over 10 years	No