

Date: 02/October/2025

Report ID: 68de53bf9bf47899831f6dad

Domain: kalibrate.com

Successful Pages: 1026

Created: 02/10/2025 10:28 UTC

This report is intended to help you manually populate the optional categories within your configuration. You may preview your scan results within the [Configuration Preview](#) tool, though please keep in mind the actual configuration on your website is not synced in anyway and may differ.

Our [documentation](#) can guide you through setting up your configuration and [optional categories](#)

Cookie Information

When processing the scan request, the scanner detected the following cookies set in the browsers application storage layer.

Cookie Name	Domain	Expiry Time	HTTP Only	Priority	Suggested Category
__cf_bm	.hsforms.net	30 minutes	true	Medium	Necessary
user_country	kalibrate.com	1 years	false	Medium	
_gcl_au	.kalibrate.com	3 months	false	Medium	Marketing
_cfuvid	.hsforms.com	Session	true	Medium	Necessary
CLID	www.clarity.ms	1 years	true	Medium	Analytics
_ga_NGVRB8XF5V	.kalibrate.com	1 years	false	Medium	
_ga	.kalibrate.com	1 years	false	Medium	Analytics
lidc	.linkedin.com	24 hours	false	Medium	Marketing
_uetid	.kalibrate.com	24 hours	false	Medium	Marketing
test_cookie	.doubleclick.net	15 minutes	false	Medium	Marketing
_uetvid	.kalibrate.com	1 years	false	Medium	Marketing

bcookie	.linkedin.com	1 years	false	Medium	Marketing
li_gc	.linkedin.com	6 months	false	Medium	Marketing
MUID	.bing.com	1 years	false	High	Marketing
_clk	.kalibrate.com	1 years	false	Medium	Analytics
visitorId	.ws.zoominfo.com	1 years	false	Medium	
OptanonConsent	.kalibrate.com	1 years	false	Medium	Necessary
_clsk	.kalibrate.com	24 hours	false	Medium	Analytics
__hstc	.kalibrate.com	6 months	false	Medium	Necessary
hubspotutk	.kalibrate.com	6 months	false	Medium	Necessary
__hssrc	.kalibrate.com	Session	false	Medium	Necessary
__hssc	.kalibrate.com	30 minutes	false	Medium	Necessary
MR	.c.bing.com	7 days	false	Medium	Marketing
SRM_B	.c.bing.com	1 years	false	Medium	Marketing
SM	.c.clarity.ms	Session	false	Medium	Analytics
ANONCHK	.c.clarity.ms	10 minutes	false	Medium	Marketing
IDE	.doubleclick.net	1 years	true	Medium	Marketing
sp_t	.spotify.com	1 years	false	Medium	Necessary
sp_landing	.spotify.com	24 hours	true	Medium	Necessary
vuid	.vimeo.com	1 years	false	Medium	Analytics
_dd_s	player.vimeo.com	15 minutes	false	Medium	
YSC	.youtube.com	Session	true	Medium	Marketing
VISITOR_INFO1_LIVE	.youtube.com	6 months	true	Medium	Marketing
__Secure-ROLLOUT_TOKEN	.youtube.com	6 months	true	Medium	
CDI	www.canva.com	1 years	true	Medium	
CL	www.canva.com	30 days	true	Medium	
CPA	www.canva.com	3 hours	true	Medium	
CCK	www.canva.com	3 hours	true	Medium	

ASI	www.canva.com	30 minutes	false	Medium	
cf_clearance	.canva.com	1 years	true	Medium	Necessary

Associated Products

The scanner has associated the following products with the scan, based on the cookies detected.

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Please note, the cookies displayed below are illustrative of what each product may set. We did not necessarily detect all the cookies listed during this particular scan. Please see the Cookies tab for a list of cookies explicitly detected during the scan.

Cloudflare

Cookie Name	Description	Retention Period	Third Party
__cfduid	The ' __cfduid' cookie is set by the CloudFlare service to identify trusted web traffic. It does not correspond to any user id in the web application, nor does the cookie store any personally identifiable	5 years	No
__cfruid	Used by the content network, Cloudflare, to identify trusted web traffic.	Session	No
__cf_bm	Cloudflare's bot products identify and mitigate automated traffic to protect your site from bad bots. Cloudflare places the __cf_bm cookie on End User devices that access Customer sites that are protected by Bot Management or Bot Fight Mode. The __cf_bm cookie is necessary for the proper functioning of these bot solutions.	30 minutes	No
cf_chl_2	Used by Cloudflare for the execution of Javascript or Captcha challenges. These cookies are not used for tracking or beyond the scope of the challenge.	session	No

__cfllb	When enabling session affinity with Cloudflare Load Balancer, Cloudflare sets a __cfllb cookie with a unique value on the first response to the requesting client. Cloudflare routes future requests to the same origin, optimizing network resource usage. In the event of a failover, Cloudflare sets a new __cfllb cookie to direct future requests to the failover pool.	30 minutes	Yes
_cfuid	The _cfuid cookie is only set when a site uses this option in a Rate Limiting Rule, and is only used to allow the Cloudflare WAF to distinguish individual users who share the same IP address.	Session	No
cf_clearance	Whether a CAPTCHA or Javascript challenge has been solved.	1 years	No

Google AdSense

Cookie Name	Description	Retention Period	Third Party
__gsas	Provides ad delivery or retargeting.	3 months	No
__gpi	Collects information on user behaviour on multiple websites. This information is used in order to optimize the relevance of advertisement on the website.	1 years	No
__gpi_optout	Collects information on user behaviour on multiple websites. This information is used in order to optimize the relevance of advertisement on the website.	13 months	No
GED_PLAYLIST_ACTIVITY	Improves targeting/advertising within the website	session	No

ACLK_DATA	This cookie is used to help improve advertising. This targets advertising based on what's relevant to a user, to improve reporting on campaign performance.	5 minutes	No
_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months	No
_gcl_dc	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months	No

Microsoft

Cookie Name	Description	Retention Period	Third Party
_clk	This cookie is installed by Microsoft Clarity to store information of how visitors use a website and help in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.	1 years	No
_clsk	This cookie is installed by Microsoft Clarity to store information of how visitors use a website and help in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.	24 hours	No

SM	This is a Microsoft cookie used to measure the use of the website for internal analytics	Session	No
CLID	The cookie is set by embedded Microsoft Clarity scripts. The purpose of this cookie is for heatmap and session recording.	1 years	No
MicrosoftApplicationsTelemetryDeviceId	Used to store a unique device ID for tracking behavior and usage of the website	1 year	No
ASP.NET_SessionId	General purpose platform session cookie, used by sites written with Microsoft .NET based technologies. Usually used to maintain an anonymised user session by the server.	Session	No
ASP.NET_SessionId_Fallback	Fallback session cookie to support older browsers that haven't implemented the Secure flag, in modern evergreen browsers this cookie is never set as it haven't got the Secure flag.	Session	No
.AspNetCore.Antiforgery	Anti-forgery cookie is a security mechanism to defend against cross-site request forgery (CSRF) attacks.	Session	No
__RequestVerificationToken	This is an anti-forgery cookie set by web applications built using ASP.NET MVC technologies. It is designed to stop unauthorised posting of content to a website, known as Cross-Site Request Forgery.	Session	No

Google Analytics

Cookie Name	Description	Retention Period	Third Party
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_ga	ID used to identify users	1 years	Unknown
ga*	Used to identify and track an individual user session.	2 years	No
_gid	ID used to identify users for 24 hours	24 hours	No
_gat	Used to monitor number of Google Analytics server requests when using Google Tag Manager	58 seconds	No
_dc_gtm_	Used to monitor number of Google Analytics server requests	1 minute	No
AMP_TOKEN	Contains a token code that is used to read out a Client ID from the AMP Client ID Service. By matching this ID with that of Google Analytics, users can be matched when switching between AMP content and non-AMP content.	1 year	No
gat*	Used to set and get tracking data	1 hour	No
gac	Contains information related to marketing campaigns of the user. These are shared with Google AdWords / Google Ads when the Google Ads and Google Analytics accounts are linked together.	90 days	No
__utma	ID used to identify users and sessions	2 years	No
__utmt	Used to monitor number of Google Analytics server requests	10 minutes	No
__utmb	Used to distinguish new sessions and visits. This cookie is set when the GA.js javascript library is loaded and there is no existing __utmb cookie. The cookie is updated every time data is sent to the Google Analytics server.	30 minutes	No

__utmc	Used only with old Urchin versions of Google Analytics and not with GA.js. Was used to distinguish between new sessions and visits at the end of a session.	session	No
__utmz	Contains information about the traffic source or campaign that directed user to the website. The cookie is set when the GA.js javascript is loaded and updated when data is sent to the Google Analytics server	6 months	No
__utmv	Contains custom information set by the web developer through the _setCustomVar method in Google Analytics. This cookie is updated each time new data is sent to the Google Analytics server.	2 years	Unknown
__utmx	Used to determine whether a user is included in an A / B or Multivariate test.	18 months	No
__utmxx	Used to determine when the A / B or Multivariate test in which the user participates ends	18 months	No
FPAU	Assigns a specific ID to the visitor. This allows the website to determine the number of specific user-visits for analysis and statistics.	session	No
FPID	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	1 years	No
FPLC	This FPLC cookie is the cross-domain linker cookie hashed from the FPID cookie. It's not HttpOnly, which means it can be read with JavaScript. It has a relatively short lifetime, just 20 hours.	20 hours	No

LinkedIn

Cookie Name	Description	Retention Period	Third Party
lidc	Used by the social networking service LinkedIn, for tracking the use of embedded services.	24 hours	No
bcookie	Used by LinkedIn to track the use of embedded services.	1 years	No
bscookie	Used by LinkedIn to track the use of embedded services.	1 years	No
trkCode	This cookie is used by LinkedIn to support the functionality of adding a panel invite labeled 'Follow Us'	1 year	Yes
trkInfo	This cookie is used by LinkedIn to support the functionality of adding a panel invite labeled 'Follow Us'	1 year	Yes
li_oatml	Collects information about how visitors use our site.	30 days	Yes
liap	Cookie used for Sign-in with LinkedIn and/or to allow for the LinkedIn follow feature.	90 days	Yes
lissc	Pending	1 year	Yes
spectroscopyId	These cookies are set by LinkedIn for advertising purposes, including: tracking visitors so that more relevant ads can be presented, allowing users to use the 'Apply with LinkedIn' or the 'Sign-in with LinkedIn' functions, collecting information about how visitors use the site, etc.	session	Yes

UserMatchHistory	These cookies are set by LinkedIn for advertising purposes, including: tracking visitors so that more relevant ads can be presented, allowing users to use the 'Apply with LinkedIn' or the 'Sign-in with LinkedIn' functions, collecting information about how visitors use the site, etc.	30 days	No
lang	Used to remember a user's language setting	session	No
li_gc	Used to store guest consent to the use of cookies for non-essential purposes	2 years	Yes
li_rm	Used as part of the LinkedIn Remember Me feature and is set when a user clicks Remember Me on the device to make it easier for him or her to sign in to that device	1 year	Yes
AnalyticsSyncHistory	Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries	30 days	No
ln_or	Used to determine if Oribi analytics can be carried out on a specific domain	1 day	No
li_sugr	Used to make a probabilistic match of a user's identity outside the Designated Countries	3 months	No

Bing

Cookie Name	Description	Retention Period	Third Party
MR	Used to collect information for analytics purposes.	7 days	No

MUID	Identifies unique web browsers visiting Microsoft sites. These cookies are used for advertising, site analytics, and other operational purposes.	1 years	No
MUIDB	Identifies unique web browsers visiting Microsoft sites. These cookies are used for advertising, site analytics, and other operational purposes.	1 year	Yes
MC1	Identifies unique web browsers visiting Microsoft sites. These cookies are used for advertising, site analytics, and other operational purposes.	1 year	No
MSFPC	Identifies unique web browsers visiting Microsoft sites. These cookies are used for advertising, site analytics, and other operational purposes.	1 year	Yes
_uetsid	This cookie is used by Bing to determine what ads should be shown that may be relevant to the end user perusing the site.	24 hours	No
_uetvid	This is a cookie utilised by Microsoft Bing Ads and is a tracking cookie. It allows us to engage with a user that has previously visited our website.	1 years	No
ANON	Contains the A, a unique identifier derived from your Microsoft account, which is used for advertising, personalization, and operational purposes. It is also used to preserve your choice to opt out of interest-based advertising from Microsoft if you have chosen to associate the opt-out with your Microsoft account.	1 year	Yes

ANONCHK	Used to store session ID for a users session to ensure that clicks from adverts on the Bing search engine are verified for reporting purposes and for personalisation	10 minutes	No
CC	Contains a country code as determined from your IP address.	1 year	Yes
PPAuth	Helps to authenticate you when you sign in with your Microsoft account.	5 years	Yes
MSPAuth	Helps to authenticate you when you sign in with your Microsoft account.	5 years	Yes
MSNRPSAuth	Helps to authenticate you when you sign in with your Microsoft account.	5 years	Yes
KievRPSAuth	Helps to authenticate you when you sign in with your Microsoft account.	5 years	Yes
WLSSC	Helps to authenticate you when you sign in with your Microsoft account.	5 years	Yes
MSPProf	Helps to authenticate you when you sign in with your Microsoft account.	5 years	Yes
MC0	Detects whether cookies are enabled in the browser.	session	Yes
MS0	Identifies a specific session.	session	No
NAP	Contains an encrypted version of your country, postal code, age, gender, language and occupation, if known, based on your Microsoft account profile.	1 year	Yes
MH	Appears on co-branded sites where Microsoft is partnering with an advertiser. This cookie identifies the advertiser, so the right ad is selected.	session	Yes

childinfo	Contains information that Microsoft account uses within its pages in relation to child accounts.	5 years	Yes
kcdob	Contains information that Microsoft account uses within its pages in relation to child accounts.	5 years	Yes
kcrelid	Contains information that Microsoft account uses within its pages in relation to child accounts.	5 years	Yes
kcru	Contains information that Microsoft account uses within its pages in relation to child accounts.	5 years	Yes
pcfm	Contains information that Microsoft account uses within its pages in relation to child accounts.	5 years	Yes
x-ms-gateway-slice	Identifies a gateway for load balancing.	Session	No
ToptOut	Records your decision not to receive interest-based advertising delivered by Microsoft.	1 year	Yes
ACH01	Maintains information about which ad and where the user clicked on the ad.	session	Yes
AADSSO	Microsoft Microsoft Online Authentication Cookie	session	Yes
brcap	Microsoft Microsoft Online Authentication Cookie	1 years	No
SRM_B	Collected user data is specifically adapted to the user or device. The user can also be followed outside of the loaded website, creating a picture of the visitor's behavior.	1 years	No
_RwBf	This cookie helps us to track the effectiveness of advertising campaigns on the Bing advertising network.	1 year	Yes

_HPVN	Analysis service that connects data from the Bing advertising network with actions performed on the website.	1 year	Yes
_UR	This cookie is used by the Bing advertising network for advertising tracking purposes.	1 year	Yes
OID	This cookie is used by the Bing advertising network for advertising tracking purposes.	3 months	Yes
OIDI	This cookie is used by the Bing advertising network for advertising tracking purposes.	3 months	Yes
OIDR	This cookie is used by the Bing advertising network for advertising tracking purposes.	3 months	Yes
BCP	This cookie is used for advertisement tracking purposes.	1 year	Yes
BFBUSR	This cookie is used for advertisement tracking purposes.	1 year	Yes
BFB	This cookie is used for advertisement tracking purposes.	1 year	Yes
ACL	This cookie is used for advertisement tracking purposes.	3 months	Yes
ACLUSR	This cookie is used for advertisement tracking purposes.	1 year	Yes

DoubleClick

Cookie Name	Description	Retention Period	Third Party
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IDE	This cookie is used for targeting, analyzing and optimisation of ad campaigns in DoubleClick/Google Marketing Suite	1 years	No
DSID	This cookie is used for targeting, analyzing and optimisation of ad campaigns in DoubleClick/Google Marketing Suite	60 minutes	Yes
ID	This cookie is used for targeting, analyzing and optimisation of ad campaigns in DoubleClick/Google Marketing Suite	2 months	Yes
RUL	Used by DoubleClick to determine if the website ad was properly displayed. This is done to make their marketing efforts more efficient.	1 year	Yes
FLC	This cookie is used to link your activity across devices if you've previously signed in to your Google Account on another device. We do this to coordinate that the ads you see across devices and measure conversion events.	10 seconds	Yes
__gads	This cookie is used by Google for a variety of purposes (e.g., ensuring Frequency Caps work correctly). It includes AdSense if you have AdSense enabled. This cookie is associated with the DoubleClick for Publishers service from Google. Its purpose is to monitor the showing of advertisements on the site, for which the owner may earn some revenue. The main purpose of this cookie is targeting/advertising.	1 years	No

GoogleAdServingTest	Used to register what ads have been displayed to the user.	session	No
ar_debug	Store and track conversions	1 years	No
test_cookie	This cookie is set by DoubleClick (which is owned by Google) to determine if the website visitor's browser supports cookies.	15 minutes	No
APC	This cookie is used for targeting, analyzing and optimisation of ad campaigns in DoubleClick/Google Marketing Suite	6 months	No

OneTrust

Cookie Name	Description	Retention Period	Third Party
OptanonConsent	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the user's browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.	1 years	Yes

OptanonAlertBoxClosed	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.	1 year	No
OptanonControl	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the user's browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.	1 year	No

Hubspot

Cookie Name	Description	Retention Period	Third Party
__hs_opt_out	This cookie is used by the opt-in privacy policy to remember not to ask the visitor to accept cookies again.	13 months	Yes

__hs_do_not_track	This cookie can be set to prevent the tracking code from sending any information to HubSpot.	13 months	No
__hs_initial_opt_in	This cookie is used to prevent the banner from always displaying when visitors are browsing in strict mode.	7 days	Yes
hs_ab_test	This cookie is used to consistently serve visitors the same version of an A/B test page they've seen before.	session	Yes
hs-messages-is-open	This cookie is used to determine and save whether the chat widget is open for future visits.	30 minutes	Yes
hs-messages-hide-welcome-message	This cookie is used to prevent the chat widget welcome message from appearing again for one day after it is dismissed.	1 day	Yes
__hsmem	This cookie is set when visitors log in to a HubSpot-hosted site.	1 year	Yes
hs-membership-csrf	This cookie is used to ensure that content membership logins cannot be forged.	session	Yes
hs_langswitcher_choice	This cookie is used to save the visitor's selected language choice when viewing pages in multiple languages.	2 years	Yes
__hstc	The main cookie for tracking visitors.	6 months	No
hubspotutk	This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts.	6 months	No
__hssc	This cookie keeps track of sessions.	30 minutes	No

__hssrc	Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser.	Session	No
messagesUtk	This cookie is used to recognize visitors who chat with you via the chatflows tool. If the visitor leaves your site before they're added as a contact, they will have this cookie associated with their browser.	6 months	No

Spotify

Cookie Name	Description	Retention Period	Third Party
sp_t	Required to ensure the functionality of the integrated Spotify plugin. This does not result in any cross-site functionality.	1 years	No
sp_landing	Required to ensure the functionality of the integrated Spotify plugin. This does not result in any cross-site functionality.	24 hours	No

Vimeo

Cookie Name	Description	Retention Period	Third Party
vuid	This first party cookie created by Vimeo is used to assign a Vimeo Analytics unique id.	1 years	No
Player	This first party cookie created by Vimeo is used to remember user's player mode preferences.	1 minute	Yes
continuous_play_v3	Used to keep track of whether continuous play is on or not for a user	2 years	Yes

Youtube

Cookie Name	Description	Retention Period	Third Party
GPS	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location.	1 day	No
VISITOR_INFO1_LIVE	Tries to estimate the users' bandwidth on pages with integrated YouTube videos. Also used for marketing	6 months	No
PREF	This cookie stores your preferences and other information, in particular preferred language, how many search results you wish to be shown on your page, and whether or not you wish to have Google's SafeSearch filter turned on.	10 years	No
YSC	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session	No
DEVICE_INFO	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.	180 days	Yes
LOGIN_INFO	This cookie is used to play YouTube videos embedded on the website.	2 years	Yes
VISITOR_PRIVACY_METADATA	Youtube visitor privacy metadata cookie	6 months	No

* We make every effort to ensure the accuracy of the information held in our cookie database, though cannot guarantee this.

Unrecognized Cookies

Our cookie database could not propose categorization for the cookies listed below. For these ones you will need to add them in the categories of your configuration manually.

- user_country
- _ga_NGVRB8XF5V
- visitorId
- _dd_s
- __Secure-ROLLOUT_TOKEN
- CDI
- CL
- CPA
- CCK
- ASI

- In CIVIC we are giving our best to improve the scanner to include every single cookie. Please note that there is no software in the market to guarantee the discovery of all cookies. Therefore, it is suggested to use your browser's console and double-check manually.
- Your website's or organization's compliance with GDPR or any other directive cannot be proved with this report.