Dumetella Cookie Strategy

**Google Analytics**

Google analytics has 5 cookies:

- _utma - device - 2 years
- _utmb - visit - 30 minutes (but refreshed on each page view)
- _utmc - “session” - temporary (deprecated)
- _utmz - “campaign” - 6 months
- _utmx - “visitor segmentation” - 2 years
- _utmv - “website optimizer” - 2 years

Each cookie starts with a hash of the domain, which essentially serves as the websitelid for google analytics.

**Dumetella**

We store 2 cookies: Visitor and Visit

**Visitor - _du_visitor**

The visitor cookie, formerly the device cookie, is set automatically. It records the visitorId on the client, and lasts for 2 years.

- if unset => getVisitorId and set it equal to the visitorId.
- if set => refresh the 2 years.

**Visit - _du_visit**

The visit cookie is set automatically, and managed similarly to Google Analytics' cookie.

- If Unset => getVisitId and set it equal to visitId
- if set => refresh the 30 minutes.