

NAHB Cookie List

Last Updated: September 10, 2021

Provider	Name	Purpose	Type	Duration
addthis	na_id	Sharing of pages/links from this website on various social networks		13 months
addthis	loc	Geolocate, within a State, the people sharing content via social media sites.		90 days
addthis	mus	Unclassified		13 months
addthis	na_tc	Sharing of pages/links from this website on various social networks		13 months
addthis	ouid	Unclassified		13 months
addthis	uid	User ID. Recognize a visitor when they return to the site.		13 months
addthis	uvc	Visitor count.		13 months
adsrvr.org	(various)	Ad analytics	session	session
AppNexus	uuid2	This information is used by clients to select advertisements for delivery by the Platform, and to measure the performance of, and attribute payment for, those advertisements.		90 days
AppNexus	icu	The icu cookie is used to select ads and limit the number of times a user sees a particular ad.		90 days
AppNexus	anj	The anj cookie contains data denoting whether a cookie ID is synced with our partners.		90 days
AppNexus	usersync	The usersync cookie contains data denoting whether a cookie ID is synced with our partners.		90 days
BrightCove	_cb	Unclassified		1 year
BrightCove	_cb_ls	Collects data on the user's visits to the website, such as which pages have been read. 1 year		
BrightCove	_chartbeat2	Used by the web analytics company Chartbeat to register whether the user has visited the website before.		1 year
BrightCove	_v_chartbeat3	Unclassified		1 year
BrightCove	_ga	Google Analytics cookies used to track visits/data.		2 years
BrightCove	_gat	Google Analytics cookies used to track visits/data.		10 minutes
Coveo	coveo_visitorId	allows you to know the number of distinct users who submitted a query or clicked an item, counting them only once even if they did the same query or clicked the same item over the course of many visits.		Never expires
Coveo	visitor	allows you to know the number of distinct users who submitted a query or clicked an item, counting them only once even if they did the same query or clicked the same item over the course of many visits.		

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DoubleClick	IDE	Used to help us monitor the performance of our online advertisements. The cookie contains an ID that is used to identify an ad campaign to which a user was exposed previously; but no other data is stored by DoubleClick in the cookie, and none of the data is personally identifiable.		1 year
DoubleClick	DSID	This cookie is used for re-targeting, optimization, reporting and attribution of online adverts.		2 weeks
Facebook	(various)	sharing	session	session
Facebook	(various)	sharing	persistent	2 years
Feathr	__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 information		1 year
Feathr	f_id			1 year
Feathr	feathr_session_id		Session	1 hour
Feathr	hubspotutk			
Feathr	_vwo_uuid_v2			
Google	NID	The NID cookie contains a unique ID Google uses to remember your preferences and other information, such as your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.		2 years
Google	googtrans	Used to apply language translations (where applicable) for dynamic content on the website. Powered by Google Translate.	Session	
Google	DV	The cookie contains a unique ID Google uses to remember your preferences and other information, such as your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.		
Google	HSID	The HSID cookie contains a unique ID Google uses to remember your preferences and other information, such as your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.		2 years

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Google	OGPC	The NID cookie contains a unique ID Google uses to remember your preferences and other information, such as your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.		1 month
Google	OTZ	Aggregate analysis of website visitors		1 month
Google	SAPISID	The cookie contains a unique ID Google uses to remember your preferences and other information, such as your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.		2 years
Google	SID	The cookie contains a unique ID Google uses to remember your preferences and other information, such as your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.		2 years
Google	SIDCC	Security cookie to protect users data from unauthorized access		3 months
Google	SSID	The cookie contains a unique ID Google uses to remember your preferences and other information, such as your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.		2 years
Google	1P_JAR	Google advertising cookie used for user tracking and ad targeting purposes		1 month
Google	APISID	The cookie contains a unique ID Google uses to remember your preferences and other information, such as your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.		2 years
Google	UULE	The cookie contains a unique ID Google uses to remember your preferences and other information, such as your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.		1 day

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Google Analytics	__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.		2 years
IBS (BuildersShow)	.ASPXANONYMOUS	Session Tracking	persistent	70 days
IBS (BuildersShow)	ASP.NET_SessionId	Session ID	session	session
IBS (BuildersShow)	currentLanguage	The current translation language selected	session	session
IBS (BuildersShow)	IBSData	BuildersShow Exhibitor Tools	session	session
IBS (BuildersShow)	.NAHBSecure	BuildersShow Exhibitor Tools	persistent	30 days
IBS (BuildersShow)	VBSM	Virtual Booth Send Message	persistent	30 days
Infogram	_ga	Google analytics tracking cookie. Provides Infogram with general information about the embeds, used to improve the output performance		2 years
Infogram	__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 information.		5 years
Infogram	stats_user_month_5	Infogram analytics page cookie. Provides Infogram user information about unique views of published projects per month		Beginning of next month
Infogram	stats_month_5	Infogram analytics page cookie. Provides Infogram user information about total views of published projects per month		Beginning of next month
Infogram	stats_day_7	Infogram analytics page cookie. Provides Infogram user information about total views of published projects per day		Next day
Infogram	stats_user_day_7	Infogram analytics page cookie. Provides Infogram user information about unique views of published projects per day		Next day
Infogram	_gat	Google analytics tracking cookie. Provides Infogram with general information about the embeds, used to improve the output performance		10 minutes
Infogram	_gat_Embed	Google analytics tracking cookie. Provides Infogram with general information about the embeds, used to improve the output performance		10 minutes

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Provider	Name	Purpose	Type	Duration
Infogram	_initial_referrer	Google analytics tracking cookie. Provides Infogram with general information about the embeds, used to improve the output performance	Session	
NAHB	ASP.NET_SessionId	ASP.NET SessionId Cookie	Session	
NAHB	SC_ANALYTICS_GLOBAL_COOKIE	used for web analytics to identify repeat visits by unique users		10 years
NAHB	_ga	Used to distinguish users.		2 years
NAHB	_gid	Used to distinguish users.		24 hours
NAHB	screenSize	to identify the screen size of the current browser	Session	
NAHB	_gat_UA-19606743-2	Google Analytics Cookie Used to throttle request rate		1 minute
NAHB	www_nahb_org#lang	tracking the language of the site	Session	
NAHB	.ASPXAUTH	The ASPXAUTH cookie is used to determine if a user is authenticated.	Session	
NAHB	__atuvc	User visitor count. AddThis collects information from visitors that does not directly identify an individual and is designed to identify the devices used by visitors.		13 months
NAHB	__atuvs	Holds the ID of a visit (a group of related views), and a counter for the number of views in the visit so far	Session	
NAHB	<guid>	indicating that the current page is bookmarked	Session	
NAHB	__atssc	Used to manage the share count, until the sharing cache is updated.		2 years
NAHB	form<guid>	indicating that the modal form of a video page has been filled by the user if it exists		Never expires
NAHB	browserID	Shopping cart	persistent	10 years
NAHB	siteCookie	Login persistence when "remember me" selected	persistent	10 years
NAHB	siteCookieTemp	Login persistence when "remember me" not selected	session	session
NAHB	bod_assocnum	BOD Nomination tool functionality	session	session
NAHB	fulfillment_redirect_groupid	Customizable Marketing Materials functionality	session	session
NAHB	pp_ddlView	Partnership Pavilion functionality	persistent	7 days
NewRelic	JSESSIONID	Used to connect multiple request made in a single session	Session	
NewRelic	TSNGUID	Used to track browser performance on site	Session	
NewRelic	__ar_v4	Used to track browser performance on site	Session	
NewRelic	__insp_norec_sess	Used to track browser performance on site	Session	
NewRelic	__insp_nv	Used to track browser performance on site	Session	
NewRelic	__insp_slim	Used to track browser performance on site	Session	
NewRelic	__insp_targlpt	Used to track browser performance on site	Session	
NewRelic	__insp_targlpu	Used to track browser performance on site	Session	

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NewRelic	__insp_wid	Used to track browser performance on site	Session	
NewRelic	__qca	Used to track browser performance on site	Session	
NewRelic	ajs_anonymous_id	Used to track browser performance on site	Session	
NewRelic	ajs_group_id	Used to track browser performance on site	Session	
NewRelic	ajs_user_id	Used to track browser performance on site	Session	
NewRelic	ei_client_id	Used to track browser performance on site	Session	
NewRelic	intercom-id-cyym0u3i	Used to track browser performance on site	Session	
NewRelic	intercom-lou-cyym0u3i	Used to track browser performance on site	Session	
NewRelic	intercom-session-cyym0u3i	Used to track browser performance on site	Session	
NewRelic	login_idle_session_timeout	Used to track browser performance on site	Session	
NewRelic	login_service_login_newrelic_com_tokens	Used to track browser performance on site	Session	
NewRelic	nr_zd_logged_in	Used to track browser performance on site	Session	
NewRelic	optimizelyEndUserId	Used to track browser performance on site	Session	
NextRole	_adroll	Used for online marketing activities		
NextRole	__ar_v4	Used for online marketing activities		
NextRole	__adroll_fpc	Used for online marketing activities		
Twitter	(various)	Sharing	persistent	1 - 2 years
Wishpond	(various)	Email Signup and lead generation	persistent	2 years
SnapWidget	(various)	Instagram Plugin	session	1 day