


Cookies

The cookies we use are “analytical” cookies. They allow us to recognise and count the number of visitors and to see how visitors move around the site when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily. You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

The following table lists the type of information that is obtained via your Google Analytics cookies and used in Analytics reports.

Functionality	Description of Cookie	Cookie Used
Setting the Scope of Your Site Content	Because any cookie read/write access is restricted by a combination of the cookie name and its domain, default visitor tracking via Google Analytics is confined to the domain of the page on which the tracking code is installed. For the most common scenario where the tracking code is installed on a single domain (and no other sub-domains), the generic setup is correct. In other situations where you wish to track content across domains or sub-domains, or restrict tracking to a smaller section of a single domain, you use additional methods in the <code>ga.js</code> tracking code to define content scope.	All Cookies
Determining Visitor Session	The Google Analytics tracking for <code>ga.js</code> uses two cookies to establish a session. If either of these two cookies are absent, further activity by the user initiates the start of a new session. See the Session article in the Help Center for a detailed definition and a list of scenarios that end a session. You can customize the length of the default session time using the <code>_setSessionCookieTimeout()</code> method. This description is specific to the <code>ga.js</code> tracking code for web pages. If you use Analytics tracking for other environments—such as Flash or mobile—you should check the documentation for those environments to learn how sessions are calculated or established.	<code>__utmb</code> <code>__utmc</code>
Identifying Unique Visitors	Each unique browser that visits a page on your site is provided with a unique ID via the <code>__utma</code> cookie. In this way, subsequent visits to your website via the same browser are recorded as belonging to the same (unique) visitor. Thus, if a person interacted with your website using both Firefox and Internet Explorer, the Analytics reports would track this activity under two unique visitors. Similarly if the same browser were used by two different visitors, but with a separate computer account for each, the activity would be recorded under two unique visitor IDs. On the other hand, if the browser happens to be used by two different people sharing the same computer account, one unique visitor ID is recorded, even though two unique individuals accessed the site.	<code>__utma</code>
Tracking Traffic Sources & Navigation	When visitors reach your site via a search engine result, a direct link, or an ad that links to your page, Google Analytics stores the type of referral information in a cookie. The parameters in the cookie value string are parsed and sent in the GIF Request (in the <code>utmcc</code> variable). The expiration date for the cookie is set as 6 months into the future. This cookie gets updated with each subsequent page view to your site; thus it is used to determine visitor navigation within your site.	<code>__utmz</code>
Custom Variables	You can define your own segments for reporting on your particular data. When you use the <code>_setCustomVar()</code> method in your tracking code to define custom variables, Google Analytics uses this cookie to track and report on that	<code>__utmv</code>

	information. In a typical use case, you might use this method to segment your website visitors by a custom demographic that they select on your website (income, age range, product preferences).	
Website Optimizer	You can use Google Analytics with Google Website Optimizer (GWO), which is a tool that helps determine the most effective design for your site. When a website optimizer script executes on your page, a <code>_utm</code> cookie is written to the browser and its value is sent to Google Analytics.	

Source : [Google Analytics](#)

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies.

However, if you use your browser settings to block all cookies (including essential cookies) you may