



Adobe® Marketing Cloud
Marketing Cloud Cookies

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Cookies Used in the Marketing Cloud

Many services within the Adobe Marketing Cloud use cookies. A cookie is a small piece of data that is presented by a website to a web browser. The browser stores this piece of data, and then returns it to the website that provided it. This action is performed with each subsequent request for pages and images.

Cookies are provided to maintain information during and sometimes between visits to a website. Cookies enable devices to be uniquely differentiated from other browsers who view the site.



Note: *Laws, regulations, and self-regulatory principles may require you to obtain consent from visitors before you can store or retrieve information on a computer or other web connected device. We suggest you review with your counsel what laws, regulations, and principles control your use of cookies.*

This documentation describes the cookies used by the Suite and has been prepared to assist you with understanding your consent obligations.

About Cookies and Privacy

Maintaining customer privacy and data security are top priorities at Adobe. Adobe participates in multiple privacy organizations and cooperates with privacy regulators and self-regulatory principles (such as the Digital Advertising Alliance AdChoices program) to provide customers with information about how their information is used, and choices about its use.

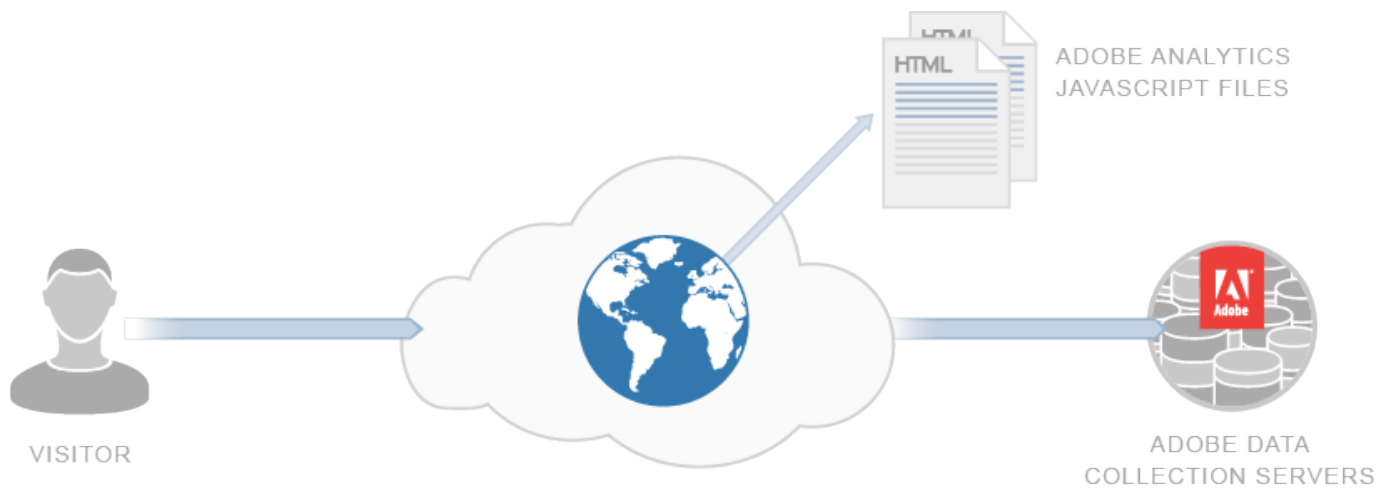
Most of the cookies set by Marketing Cloud products contain no personally identifiable information. These cookies and associated data are secure and used only for your company's reports, and to provide relevant content and advertisements. The data is not available to third parties or other Adobe customers, unless used in aggregated industry reports. For example, the **Digital Marketing Insight Report** analyzes aggregated and anonymous data across retailers.

Adobe does not merge browser-level information across companies. To protect the privacy and security of customers' data, some of the services within the Marketing Cloud offer companies the ability to use a separate set of cookies for each site tracked. Some of the Suite offerings also offer customers the ability to use their own domain name as the owner of the cookie. This practice creates an extra layer of privacy and security, as it makes the Marketing Cloud cookies *first party cookies*, belonging permanently to the company's site.

Cookies can store and provide only the information that was previously deposited in them. They are not able to execute code or access other information stored on the computer. Additionally, web browsers restrict access to cookie data. Browsers enforce a cookie security policy that makes all cookie data available only to the website that originally set the information.

For example, data contained in cookies set from the Adobe.com website cannot be viewed by any other website other than Adobe.com.

The following diagram illustrates cookie usage for a standard image request:



When a visitor navigates to the website, the Adobe Analytics code reads and writes a cookie. The two cookies written by the JS file include the `s_cc` cookie used for cookie support detection, and the `s_sq` cookie used for visitor clickmap. These cookies are set from the domain of the page the visitor landed on.

When the image request is sent to the Adobe Data Collection Servers, another cookie is set. This cookie is the `s_vi[ID]`, which stores the unique visitor ID. This cookie is set on the domain of the image request.

The following diagram illustrates cookie usage for a straight image request (used in scenarios where a JS file is not loaded):



In the case of an email with no JS file referenced, the cookies for visitor clickmap and cookie detection are not set. However, when the image request is sent to Adobe Analytics, another cookie is set. The cookie is the `s_vi[ID]` that stores the unique visitor ID. This cookie is set on the domain of the image request.

Analytics Cookies

Adobe Analytics uses cookies to differentiate requests from different browsers and to store helpful information that an application can use later. They may also be used to associate browsing information to customer records.

In particular, Analytics uses cookies to anonymously define new visitors, help analyze clickstream data, and track historical activity on the website, such as response to particular campaigns or the length of the sales cycle.

- [Cookie Name: AMCV_###@AdobeOrg](#)
- [Cookie Name: s_cc](#)
- [Cookie Name: s_cc](#)
- [Cookie Name: s_sq](#)
- [Cookie Name: s_vi](#)
- [Cookie Name: s_fid](#)
- [Cookies Set By Plug-ins](#)

More information is available in Analytics help about [First-Party Cookies](#).

Cookie Name: s_cc

Attribute	Description
Information Stored	This cookie is set and read by the JavaScript code to determine if cookies are enabled (simply set to "True")
Expiration	This cookie is a session cookie and expires when the browser is closed
Usage	Only one cookie for all accounts
Location	This cookie is stored at the domain of the page
Size	4 bytes

Cookie Name: s_sq

Attribute	Description
Information Stored	This cookie is set and read by the JavaScript code when the ClickMap functionality and the Activity Map functionality are enabled; it contains information about the previous link that was clicked on by the user
Expiration	This cookie is a session cookie and expires when the browser is closed
Usage	Only one cookie for all accounts
Location	This cookie is stored at the domain of the page
Size	Depending on page URL size it varies, but typically 100-200 bytes

Cookie Name: s_vi

Attribute	Description
Information Stored	Unique visitor ID time/date stamp
Expiration	2 years
Usage	This cookie is used to identify a unique visitor

Attribute	Description
Location	This cookie is stored at the domain of the image request - typically 2O7.net if you are using third-party cookies, or your domain if using first-party cookies.
Size	44 bytes



Note: Each Analytics visitor ID is associated with a visitor profile on Adobe servers. Visitor profiles are deleted after 1 year of inactivity regardless of any visitor ID cookie expiration.

Cookie Name: s_fid

Attribute	Description
Information Stored	Fallback unique visitor ID time/date stamp
Expiration	5 years
Usage	This cookie is used to identify a unique visitor if the standard s_vi cookie is unavailable due to third-party cookie restrictions. Not used for implementations that use first-party cookies.
Location	This cookie is stored on your domain as a first-party cookie.
Size	33 bytes

Cookies Set By Plug-ins

Additional cookies can be set depending on the use of Analytics plug-ins. These cookies are snippets of code available to the client for use in a variety of circumstances. These circumstances include: retrieving values from the URL; concatenating values to pass to Analytics; capturing form abandonment, and so on. For specifics on cookies that are set by each plug-in, contact ClientCare. An example would be the s_vh cookie used with the *Set Once Per* and *Set and Get Last Value* plug-ins.

Conversion variables (eVarX) passed in on a image request without JavaScript, such as code placed within an email, are attributed properly only if the email client and web browser share the same cookie space.

Audience Manager Cookies

Audience Manager relies on a few simple cookies to perform different functions. These include things like assigning IDs, recording data calls, error tracking, and testing to see if cookies can be set. This section lists and describes the various cookies set by Audience Manager.

Contents:

[demdex Cookie](#)

[dextp Cookie](#)

[dst Cookie](#)

[_dp Cookie](#)

demdex Cookie

Attribute	Description
Purpose	Audience Manager sets this cookie to assign a unique ID to a site visitor. The demdex cookie helps Audience Manger perform basic functions such as visitor identification, ID synchronization, segmentation, modeling, reporting, etc.
Content	The demdex cookie contains a Unique User ID (UUID) as shown in the example below: 06151304227769720433039235178204449977 See also, Index of IDs in Audience Manager .
Other Attributes	<ul style="list-style-type: none"> • Lifetime: The demdex cookie has a time-to-live (TTL) interval of 180-days. The TTL is reset to 180-days upon each user interaction with a partner website. The cookie expires if a user does not come back to your site within the TTL interval. • Opt-out: Audience Manager resets the cookie with a Do Not Target string if a user opts-out of data collection. In this case, the cookie TTL is set as 10 years.

dextp Cookie

Attribute	Description
Purpose	Audience Manager sets this cookie to record the last time it made a data synchronization call.
Content	<p>The dextp cookie contains a data provider name or ID and a UNIX UTC timestamp formatted as pipe-delimited strings. In the examples, <i>italics</i> represents a variable placeholder.</p> <ul style="list-style-type: none"> • Old style: <i>data provider name here</i>-1490307822097 <i>data provider name here</i>-1490307822038 • New style: 21-1-1490307821616 544-1-1490307821793 3-1-1490307821852 420-1-1490307822038 <p>See also, the dextp data syntax section below.</p>
Other Attributes	<ul style="list-style-type: none"> • Lifetime: The dextp cookie has a time-to-live (TTL) interval of 180-days. • Opt-out: Audience Manager resets the cookie with a Do Not Target string if a user opts-out of data collection. In this case, the cookie TTL is set as 10 years.

dextp Cookie Data Syntax

The following table lists and defines the elements in a **dextp** cookie by location in the data string.

Variable Position	Description
First or Second	<p>The position of the data provider name or ID varies depending on if the cookie uses the new or old style formatting.</p> <p>Old style formatting:</p> <ul style="list-style-type: none"> • Syntax: <i>data provider name - UNIX UTC timestamp</i> • Example: <code>dataProvider1 - 1490307822038</code> <p>The old style cookie identifies the data provider with a readable name.</p> <p>New style formatting:</p> <ul style="list-style-type: none"> • Syntax: <i>data provider ID - 1 2 - UNIX UTC timestamp</i> • Example: <code>123345 - 1 - 1490307822038</code> <p>The new style cookie:</p> <ul style="list-style-type: none"> • Replaces the readable data provider name with a numeric ID. • Identifies the call type with ID 1 or ID 2. ID 1 represents an ID synchronization call. ID 2 represents a deprecated call that is no longer used. You should not see many (or any) dextp cookies with ID 2.
Last	The last position contains a UNIX UTC timestamp.

dst Cookie

Attribute	Description
Purpose	Audience Manager sets this cookie when there's an error sending data to a destination .
Status	Deprecated. We set this cookie with an empty string "" and are planning to remove it altogether.
Content	<p>The DST cookie contains sets of destination IDs and UNIX time-stamps formatted as pipe-delimited strings. In the examples, <i>italics</i> represents a variable placeholder.</p> <ul style="list-style-type: none"> • Syntax: <i>destination ID - UNIX UTC timestamp</i> • Example: <code>067797-1490349684 1010788-1490349692 1067797-1490349692</code>
Other Attributes	<ul style="list-style-type: none"> • Lifetime: The dst cookie has a time-to-live (TTL) interval of 180-days. • Opt-out: Audience Manager resets the cookie with a <code>Do Not Target</code> string if a user opts-out of data collection.

_dp Cookie

This is a temporary cookie. Audience Manager tries to set the **_dp** cookie to determine if it can set other cookies in the demdex.net domain in a third-party context. When **_dp** is set it contains a value of 1. Audience Manager reads

this value and immediately removes the cookie. If the **_dp** cookie is not present, Audience Manager knows it cannot set cookies.

Data Connectors Cookies

Data connectors uses cookies to provide advertisers with optimized campaign and conversion performance metrics across multiple advertising channels.

Cookie Name	Information
integration_id	Lets data connectors remember the last integration in use.
get_started	Lets data connectors know whether to display the Getting Started page.

Data Workbench Cookies

Data workbench uses cookies to analyze large volumes of rapidly evolving data in real-time.

Cookie Name: v1st

Attribute	Description
Information Stored	Unique visitor ID time/date stamp
Expiration	This is a persistent cookie
Usage	This cookie is used to identify a unique visitor.
Location	This cookie is stored at the domain of the page.
Size	8 bytes, or 13 bytes if including the "name =" portion (v1st=)

Marketing Cloud Cookies

Adobe Marketing Cloud uses a cookie to store a visitor ID that is used across Marketing Cloud Solutions.

- [Cookie Name: AMCV_###@AdobeOrg](#)

Cookie Name: AMCV_###@AdobeOrg

The [Visitor ID service](#) uses JavaScript to store a unique visitor ID in an `AMCV_###@AdobeOrg` cookie on the domain of the current website, where `###` represents a random string of characters. For example, `AMCV_1FD6776A524453CC0A490D44%40AdobeOrg`. See also, [Cookies and the ID Service](#).

Attribute	Description
Information Stored	Unique visitor IDs used by Marketing Cloud Solutions.
Expiration	2 years

Attribute	Description
Usage	This cookie is used to identify a unique visitor
Location	This cookie is stored at the domain of the website (not the domain of the image request).
Size	Varies, most customers can expect this cookie to be around 200 bytes in length.

Media Optimizer Cookies

Media Optimizer sets third-party cookies in the eversttech.net domain. Media Optimizer uses these cookies to map ad engagement events to conversion events and, potentially, to optimize ad bids.

Contents:

[everest_g_v2 Cookie](#)

[ev_sync_variable name Cookie](#)

[ev_tm Cookie](#)

[_tmae Cookie](#)

everest_g_v2 Cookie

Element	Description
Purpose	Media Optimizer sets the everest_g_v2 cookie after a user clicks on a client's ad. This cookie maps clicks to other events on the client's website and is set in the eversttech.net domain.
Expiration Time	2-years
P3P Compliant	Yes
Size	Varies from 1 to 100 characters.

ev_sync_variable name Cookie

Element	Description
Purpose	Media Optimizer sets the <i>ev_sync_variable name</i> cookie to record the date when synchronization will be performed. This is an ad exchange-specific cookie that synchronizes the Media Optimizer user ID with the partner's ad exchange platform. It is created for new users and sends a synchronization request when it expires. The <i>ev_sync_variable name</i> cookie contains the synchronization date in <i>yyyymmdd</i> format and is set in the eversttech.net domain.

Element	Description
	<p>The <i>variable name</i> in the cookie indicates that this description and behavior applies to all Media Optimizer cookies that start with ev_sync_. These cookies can appear with a variety of terms appended to the end of the name. Some common examples include, but are not limited to, the following:</p> <ul style="list-style-type: none"> • ev_sync_ax • ev_sync_bk • ev_sync_dd <p>Media Optimizer cookies that start with ev_sync_ are ID synchronization cookies.</p>
Expiration Time	31-days (default), but you can change this in the configuration file for the ad exchange.
P3P Compliant	Yes
Size	8 characters.

ev_tm Cookie

Element	Description
Purpose	Media Optimizer sets the ev_tm cookie to store the Demand Side Platform (DSP) ID that corresponds to the user ID in the everest_g_v2 cookie. This was formerly a TubeMogul cookie and is set in the eversttech.net domain.
Expiration Time	2-years
P3P Compliant	Yes
Size	Approximately 20 bytes.

_tmae Cookie

Element	Description
Purpose	Media Optimizer sets the _tmae cookie to record encoded IDs and time stamps for ad engagement using DSP tracking. This cookie is set in the eversttech.net domain.
Expiration Time	1-years
P3P Compliant	Yes
Size	Variable, but typically less than 1 KB.

Scene7 Cookies

Scene7 uses cookies to store helpful information that can be used to delivery dynamic media to the browser.

Scene7 stores information locally for some older AS2 Flash-based viewers.

For AS2 viewers, cookies:

- Track a user's session state, such as current page and image viewed, current zoom level, etc.
- Determine how long it has been since the user's previous session. The viewer uses this information to decide whether to continue a previous session or start a new one. This information is also sent to the Scene7 servers, but that is not used.

For AS2 Flash eCatalog viewer, cookies:

- Store user-generated content (most notably content entered by the user in the "sticky notes" feature of the ecatalog viewer). This content is restored when the user resumes a session.
- When the user initiates an email to share the ecatalog with another user, the sticky notes content from the second AS2 viewers bullet is copied to our servers to provide it to the recipient. When the recipient initiates the viewer session, the sticky notes content is retrieved from the server and copied to a cookie. This feature is little-used, so it does not expire and stale content is not removed. At this time it persists on the servers indefinitely.

The newer AS3 viewers do not implement session persistence.

- *Cookie Name: [VatLogin.jsp](#)*
- *Cookie Name: [s7js.flyout.InfoMessage.displayed<assetId>.state](#)*
- *Cookie Name: [s7js.flyout.InfoMessage.displayed<assetId>_idx<id>.ant](#)*

Cookie Name: [VatLogin.jsp](#)

Attribute	Description
Information Stored	Sets the session cookie. The AuthFilter embedded into IPS ImageServer (IS, IR, and also the SWFs/skins and video contexts) uses the cookie for access authorization. If present, it allows HTTP requests to pass through. Otherwise it returns unauthorized.
Expiration	This cookie is a session cookie. Current session expiration is set to 45 minutes in the Scene7 IPS <code>web.xml</code> .

Cookie Name: [s7js.flyout.InfoMessage.displayed<assetId>.state](#)

Attribute	Description
Information Stored	<assetId> is the name of the asset the viewer is working with.
Expiration	This cookie is a session cookie and expires when the browser is closed.

Cookie Name: [s7js.flyout.InfoMessage.displayed<assetId>_idx<id>.ant](#)

Browser cookies are used by legacy DHTML viewers for storing state information and sticky notes data. They are also used by the multiscreen DHTML flyout for making message indicator session-specific.

Attribute	Description
Information Stored	<assetId> is the name of the asset the viewer is working with and <id> is the 0-based sticky note index.
Expiration	This cookie is a session cookie and expires when the browser is closed.

Search and Promote Cookies

Search&Promote uses cookies to understand and anticipate visitor search intent.

Cookie Name: vsrecentsearches

Attribute	Description
Information Stored	Tracks the last three searches that a user has performed on the customer's domain.
Expiration	Configurable in Search&Promote (Design > Navigation > Recent Searches). You can select from the following cookie expiration options: <ul style="list-style-type: none"> • End of session • 3 hours • 1 day • 1 week • 2 weeks • 1 month • 3 months • 6 months • 1 year
Usage	Used by the search engine to display back to the user their last n query terms.
Location	Browser-dependent. Cookies are saved to the default location that is specified in the user's browser.
Size	Less than 1K.

Survey Cookies

Survey uses cookies to differentiate requests from different browsers and to store helpful information that can be used to better understand customer sentiment.

- [Cookie Name: s_sv_sid](#)
- [Cookie Name: s_sv_s1](#)
- [Cookie Name: s_sv_p1](#)

Cookie Name: s_sv_sid


Attribute	Description
Information Stored	Stores a unique number to ensure proper caching of JavaScript files used to render surveys within the browser.
Expiration	This cookie is a session cookie and expires when the browser is closed.

Cookie Name: s_sv_s1

Attribute	Description
Information Stored	<ul style="list-style-type: none"> • Stores the IDs of surveys that the visitor has postponed by clicking "Later" when prompted to take a survey. • Stores the IDs of surveys that could launch on the following page of a website. • Stores the IDs of surveys that have begun to launch. • Stores the time that the Survey system began to execute (for delayed surveys).
Expiration	This cookie is a session cookie and expires when the browser is closed.

Cookie Name: s_sv_p1

Attribute	Description
Information Stored	<ul style="list-style-type: none"> • Stores the IDs of the surveys that have been taken or declined. • Stores information to specify whether the visitor matched the sampling rate. • Stores an ever increasing number used when launching Site Exit surveys to make sure the visitor has left the site. • Stores a flag indicating whether the visitor has reached the customer-specified fatigue settings and should be excluded from surveys.
Expiration	This cookie is persistent.

 **Note:** If the information to be stored in s_sv_s1 or s_sv_p1 is too large, it will be split up and stored in additional cookies, as needed, named s_sv_s2, s_sv_s3, and so on or s_sv_p2, s_sv_p3, and so on.

Target Cookies

Target uses cookies to give website operators the ability to test which online content and offers are more relevant to visitors.

You can change these settings if needed, with the exception of the cookie duration. Consult your account representative when changing cookie settings.

 **Note:** Target users can also create customized third-party cookies.

Setting	Information
Cookie name	mbox.
Cookie domain	The second and top levels of the domains from which you serve the mbox. Because it is served from your company's domain, the cookie is a first party cookie. Example: mycompany.com.
Server domain	clientcode.tt.omtrdc.net, using the client code for your Target account.
Cookie duration	The cookie remains on the visitor's browser two weeks from his or her last login. You cannot change the cookie duration.



Note: If any of your domain names include a country code, such as mycompany.co.uk, work with your Client Services to configure your mbox.js to support this.

The cookie keeps a number of values to manage how your visitors experience Target campaigns:

Value	Definition
session ID	A unique ID for a user session. By default, this lasts 30 minutes.
pc ID	A semi-permanent ID for a visitor's browser. Lasts until cookies are manually deleted.
check	A simple test value used to determine if a visitor supports cookies. Set each time a visitor requests a page.
disable	Set if visitor's load time exceeds the timeout configured in the mbox.js file. By default, this lasts 1 hour.

Enable privacy settings for browser cookies

Remove users who blocked all cookies on desktop and mobile browsers.

This setting allows you to respect a user's intention to stop Analytics processing if they block all cookies in their browser cookie settings.

1. Navigate to **Admin Tools > Report Suites**.
2. Click **Edit Settings > General > Privacy Settings**.
3. Enable **Privacy Settings** (for desktop or mobile).

By enabling this feature, data collected from desktop browsers where the user has set his or her browser to block all cookies will be excluded from Analytics reports. If Adobe cannot recognize the browser, data will be included in Analytics reports.



Important: *Be aware that many mobile apps (such as the in app browser for Facebook or Twitter) can appear as a standard mobile browser but do not allow all cookies. Enabling this feature could exclude a high proportion of mobile traffic from Analytics reports.*

About Browser Privacy Settings

Laws and regulatory guidance have expressed that a user's action to block cookies is the same as a user's action to opt out from profiling. By enabling this feature, data collected from desktop browsers where the user has set its browser to block all cookies will be excluded from Analytics reports. If Adobe cannot recognize the web browser, data will be included in Analytics reports.

Lawmakers around the world have stated (both in guidance and in settlements) that cookie browser settings are an indication of user preference to opt out from profiling. Specifically, these lawmakers have stated that the browser setting to block third party cookies is an opt-out request from third-party (cross-site) tracking; and blocking out all cookies is an opt-out request for all tracking. While server-side identifiers (such as IP address or user agent) may be a desirable option that bypasses cookie browser settings, some lawmakers view them as a circumvention of user choice.

How Changes to Third Party Cookie Support Impacts Customers

As the support for third-party cookies has become more and more limited across browsers, Adobe has been working on new solutions that carefully balance customer requirements with the consumer's right to privacy across the Adobe Marketing Cloud solutions.

The following list outlines how third-party cookie support impacts current implementations of the Adobe Marketing Cloud solutions:

Adobe Analytics and Target

- Customers with a first-party implementation would remain largely unaffected.
- Customers that are not using first-party implementation can implement the [Visitor ID service](#) to store the ID cookie as a first-party cookie without a first-party implementation.

Adobe Experience Manager

- As Adobe Experience Manager operates wholly within the customer's domain, there is minimal interaction with third-party cookies and thus minimal to no impact.

Adobe Social

- Social would not be impacted as long as the customer has the newest version of the code.

Adobe Media Optimizer

- Search:
 - Where search is optimized based on Adobe Analytics data, search would be impacted in the same way as Adobe Analytics.
 - Collection of conversion data should be unaffected.
- Display:
 - Display remarketing today is entirely dependent upon the usage of third-party cookies.
 - Display is also heavily dependent on the availability of various advertising network cookies for synchronization.
 - Overall impact is unknown. However, per the first point, display is affected more than other services.
 - We are working internally and with our advertising partners to evaluate the full extent to the impact on ad delivery.
- Social:
 - There is no impact to Facebook marketplace ads.
 - Facebook Exchange (FBX) will be affected the same as display ad delivery.

Contact and Legal Information

Information to help you contact Adobe and to understand the legal issues concerning your use of this product and documentation.

Help & Technical Support

The Adobe Marketing Cloud Customer Care team is here to assist you and provides a number of mechanisms by which they can be engaged:

- [Check the Marketing Cloud help pages for advice, tips, and FAQs](#)
- [Ask us a quick question on Twitter @AdobeMktgCare](#)
- [Log an incident in our customer portal](#)
- [Contact the Customer Care team directly](#)
- [Check availability and status of Marketing Cloud Solutions](#)

Service, Capability & Billing

Dependent on your solution configuration, some options described in this documentation might not be available to you. As each account is unique, please refer to your contract for pricing, due dates, terms, and conditions. If you would like to add to or otherwise change your service level, or if you have questions regarding your current service, please contact your Account Manager.

Feedback

We welcome any suggestions or feedback regarding this solution. Enhancement ideas and suggestions for Adobe Analytics [can be added to our Customer Idea Exchange](#).

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02132017