

List of cookies

The main cookies used on ApprovalMax websites and in the ApprovalMax app, with their category, purpose and duration. Categories match our cookie banner. Read this alongside our [Cookie Policy](#).

Cookie	Category	Purpose	Duration
TLSCookies EU	Necessary	Tracks user consent for cookie usage to prevent repeated consent requests.	12 months
Unify cookies	Analytics	Used for analytics, intent identification, suppression-first outreach, and measurement.	12 months
PHPSESSID	Analytics	Contains a unique ID for session management and tracking user interactions to improve the user experience.	Session
_ga / _gid / _gat	Analytics	Used by Google Analytics to track website usage and user interactions.	_ga: 2 years _gid: 24h _gat: 1 min
hubspotutk	Analytics	Keeps track of a visitor's identity to personalise their experience.	6 months
_hssc	Analytics	Tracks sessions to determine whether to increment the session number and timestamps.	30 minutes
_hssrc	Analytics	Determines if the user has restarted their browser for session tracking.	Session
_hstc	Analytics	Main cookie for tracking visitors by HubSpot.	6 months
_hjid	Analytics	Ensures consistent behaviour tracking by HotJar across sessions.	12 months
_hjIncludedInSample	Analytics	Determines if the visitor is included in the sample used to generate funnels.	Session
am_attr	Advertisement	First-party cookie. Records your last 10 visits (landing page, referring domain, campaign parameters, ad click IDs, time) so we can attribute an ApprovalMax sign-up to the campaign that brought you. Set only after you accept Advertisement cookies; deleted when you withdraw consent.	Up to 400 days from your most recent visit
_gcl_au	Advertisement	Google Ads conversion linker. Stores ad click information so sign-ups on the Site can be attributed to Google Ads campaigns.	3 months
Currency	Functionality	Stores the currency preference for the user to tailor financial transactions accordingly.	12 months
Language	Functionality	Stores the language preference of the user to provide a localised experience.	12 months
newsbcsub	Functionality	Prevents the reappearance of the registration pop-up once the user has interacted with it.	12 months
bcookie / lidc	Functionality	Enables LinkedIn functionalities and routing.	bcookie: 2 years lidc: 24h
tildasid	Functionality	Manages user sessions and interactions for sites hosted on Tilda.	Session