

Name	Duration	Purpose
ARRAinfinity	End of Browsing Session	Used to distinguish traffic on several servers in order to optimise response times
_ga	2 years	Registers a unique ID that is used to generate statistical data on how the visitor uses the website
_gat	End of Browsing Session	Used by Google Analytics to throttle report rate
_gid	End of Browsing Session	Registers a unique ID that is used to generate
collect	End of Browsing Session	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels
fr	3 months	Used by Facebook to deliver a series of advertisement products such as real-time bidding from third party advertisers.
tr	End of Browsing Session	Tracks conversion from Facebook ads