

List of cookies set by Adform

Name	Value	Can be set on advertiser?	Domain	Size	Expires	Description
C	1 or 3	Yes	.adform.net .seadform.net	1 char	60 days	Identifies if user's browser accepts cookies. 1 – Cookies are allowed, 3 – Opt-out
TPC	1	Yes	.adform.net .seadform.net	1 char	14 days	Identifies if user's browser accepts third party cookies
GCM	1 or 2	Yes	.adform.net .seadform.net	1 char	1 day	Identifies if there is a need to re-check partner's cookie matching existence
CM	1 or 2	Yes	.adform.net .seadform.net	1 char	1 day	Identifies if there is a need to re-check partner's cookie matching existence (set by AdServing)
CM14	1 or 2	Yes	.adform.net .seadform.net	1 char	14 days	Identifies if there is a need to re-check partner's cookie matching existence (set by Cookie Matching)
token	String	No	adform.net .seadform.net	Up to 32 chars	session	Security token for opt out functionality
otsid	List of advertiser IDs separated by comma	Yes	track.adform.net server.adform.net adx.adform.net server.seadform.net	Up to 500 chars		Advertiser specific opt-out
uid	Long int	Yes	.adform.net .seadform.net	Up to 28 chars	60 days	Unique identifier

cid	Long int	Yes	track.adform.net server.adform.net adx.adform.net server.seadform.net	Up to 28 chars	60 days	Cookie id (legacy) – same as uid
adtrc	1	Yes	.adform.net	1 char		Check if browser information was gathered
SR<RotatorID>	Combined string	No	track.adform.net server.adform.net adx.adform.net	Up to 50 chars	1 day	Sequential rotator information – contains total impressions, daily impressions, total clicks, daily clicks, and last impression date
CT<TrackingSetupID>	Combined string	No	track.adform.net server.adform.net adx.adform.net	Up to 40 chars	1 hour	Identifies last click membership for 3 rd party pixels on advertiser's pages
EBFCD<BannerID>	Count	No	track.adform.net server.adform.net adx.adform.net	Up to 3 chars	7 days	Identifies daily frequency capping for expanding banner
EBFC<BannerID>	Count	No	track.adform.net server.adform.net adx.adform.net	Up to 3 chars	7 days	Identifies total frequency capping for expanding banner
CFFC<TagID>	Count	No	track.adform.net server.adform.net adx.adform.net	Up to 3 chars	7 days	Compound banner frequency capping