

6sense Cookies and Browser Storage

🕒 4 minutes • November 1, 2024

As a part of required 6sense functionality, the 6sense WebTag creates and updates various storage values in a web visitor's browser. These values are present in the on-page temporary variables, browser cache, 1st-party cookies, and a 3rd-party cookie.

By default the WebTag cookies are enabled. A 6sense Admin can disable or re-enable cookies using a 6sense WebTag setting. The WebTag is still active without cookies. See the following information for details and [6sense WebTag 2.0 Configurations](#) for instructions.

WebTag Values Stored on User Browsers

Stored values include the following.

3rd Party Cookies

sixSenseUUID

- **Cookie name:** 6suuid
- **TTL:** 2yr 12hr
- **Description:** A third-party unique identifier for the visitor that is managed by 6sense.

1st Party Cookies

visitorUUID

- **Cookie name:** _gd_visitor
- **TTL:** 2yr 12hr
- **Description:** A unique identifier for the visitor that is specific to the website, and will remain unique for the duration of the cookie.

sessionUUID

- **Cookie name:** _gd_session
- **TTL:** 4hr
- **Description:** A unique identifier for the visitor's session on the website. Used to correlate page views and activities to a single browsing session on the website. It will remain unique for the duration of the cookie.

svisitorUUID

- **Cookie name:** _gd_svisitor
- **TTL:** 2yr 12hr
- **Description:** A long lived unique identifier of this visitor on the website. It is either correlated to the 6suuid or a unique value, and can be changed during the lifetime of this cookie.

retargetingUID

- **Cookie name:** _an_uid
- **TTL:** 1wk
- **Description:** A unique identifier for the purposes of running 6sense creative ads.

6sense Campaign ID

- **Cookie name:** `_6si_cid`
- **TTL:** 4hr
- **Description:** A unique identifier for the visitor's session on the website. Tracks the accounts activity on your website when the visitor has come to your website through a 6sense ad campaign. It will remain unique for the duration of the cookie.

Browser Storage: localStorage

6sense Company Identification

- **Name:** `_6senseCompanyIdentification`
- **Description:** Set by Web Tag feature: `enableCompanyIdentification`
- **Contents:** Contains metadata associated to web end-user's IP/`_gd_svisitor` cookie value.

6sense Time-to-live

- **Name:** `_6senseTTL`
- **Description:** Set by Web Tag feature: `setCompanyDetailsExpiration`. A value for the period of time that metadata provided by 6sense, such as `_6senseCompanyDetails`, should exist on a computer or network before being discarded.
- **Contents:** By default, a UNIX timestamp of 4 hours after calling `enableCompanyDetails`, otherwise a value set by the optional parameter within `setCompanyDetailsExpiration`.

Disable Cookies

The cookies are set during the initial load of the WebTag. (An Admin can disable it in the cookies configuration.) This results in storing temporary values, such as the Unique Visitor ID, that will not persist across page loads.

Impact of Disabling Cookies

The primary effect of disabling cookies is the tracking of unique visitors within 6sense features and functionality. All events that happen (clicks, form submits, etc.) on a page view will still be linked to the same visitor. However, once that visitor navigates to a new page the linkage is broken and there is no way of knowing if this is a different person using the same IP address.

The secondary effect of disabling cookies is a minor impact to the IP de-anonymization service, as the Unique Visitor ID is used to improve accuracy of the account match. If the WebTag is configured to not set cookies, similar to the impact of tracking Unique Visitors, the Account De-anonymization may be affected.

Re-enable Cookies

Once cookie consent is given, execute the following code via JavaScript to permit the temporary values to be stored in cookies:

```
window._6si.push(["disableCookies", false]);
```

FAQ

Q: Will Web Event Tracking still work?

A: Yes, the core functionality of sending event data to 6sense will not change.

Q: Will the Company Identification API still work?

A: Yes, the core functionality of retrieving Company Identification for the web visitor will not change.

The match will be based just on IP Address and not benefit from the additional detail of the device cookie, however.