

**Cookie Name:** `_utma`

**Expiration Time:** 2 years from set/update

**Info:** Used to distinguish users and sessions. The cookie is created when the javascript library executes and no existing `__utma` cookies exists. The cookie is updated every time data is sent to Google Analytics.

**Cookie Name:** `_utmb`

**Expiration Time:** 30 minutes from set/update

**Info:** Used to determine new sessions/visits. The cookie is created when the javascript library executes and no existing `__utmb` cookies exists. The cookie is updated every time data is sent to Google Analytics.

**Cookie Name:** `_utmz`

**Expiration Time:** End of browser session

**Info:** Not used in `ga.js`. Set for interoperability with `urchin.js`. Historically, this cookie operated in conjunction with the `__utmb` cookie to determine whether the user was in a new session/visit.

**Cookie Name:** `_utmz`

**Expiration Time:** 6 months from set/update

**Info:** Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics.

**Cookie Name:** `_utmv`

**Expiration Time:** 2 years from set/update

**Info:** Used to store visitor-level custom variable data. This cookie is created when a developer uses the `_setCustomVar` method with a visitor level custom variable. This cookie was also used for the deprecated `_setVar` method. The cookie is updated every time data is sent to Google Analytics.

