

3P cookies

Name	Type	Domain	Purpose	Duration
tt_viewer	cookie	teads.tv	Teads user ID. Used for frequency capping, audience targeting, measurement and optimization.	365 days
tt_bluekai	cookie	teads.tv	Cap the frequency of user sync with data partners to avoid unnecessary calls	1 day
tt_emetriq	cookie	teads.tv	Cap the frequency of user sync with data partners to avoid unnecessary calls	1 day
tt_exelate	cookie	teads.tv	Cap the frequency of user sync with data partners to avoid unnecessary calls	1 day
tt_liveramp	cookie	teads.tv	Cap the frequency of user sync with data partners to avoid unnecessary calls	1 day
tt_neustar	cookie	teads.tv	Cap the frequency of user sync with data partners to avoid unnecessary calls	1 day
tt_retargetly	cookie	teads.tv	Cap the frequency of user sync with data partners to avoid unnecessary calls	1 day
tt_salesforce	cookie	teads.tv	Cap the frequency of user sync with data partners to avoid unnecessary calls	1 day
tt_skp	cookie	teads.tv	Cap the frequency of user sync with data partners to avoid unnecessary calls	1 day
tt_dar	cookie	teads.tv	Cap the frequency of user sync with data partners to avoid unnecessary calls	1 day

1P Cookies

Name	Type	Domain	Purpose	Duration
_tfpvi	cookie	publisher's domain	Teads User ID within the publisher's domain. Used for frequency-capping, audience targeting, measurement and optimization.	365 days