

Localstorage

Name: attribution

When set: login/signup

What/ How used: Saves marketing campaign information, if available

Name: country

When set: pageview

What/ How used: Obtained via maxmind (3rd party service) to detect user's IP and determine if a user is in a country where we need to show a cookie warning or block product usage if IP is Russian.

Name: email

When set: login/signup

What/How used: Needed for signups + logins on getunsubscribe.com

Name: locale

When set: pageview

What/How used: Saves language preferences

Name: new

When set: signup/login

What/How used: Indicates if a user is new to the product or returning

Name: token

When set: login/signup

What/How used: Security token, unique to each user + session

Name: variation

When set: pageview

What/How used: Used for A/B testing different variations of the site.



Cookies

Name: allowed

When set: signup/acceptance of cookie policy

What/How used: Used to remember cookie policy acceptance

Name: Google Analytics and Google Adwords cookies

When set: pageview

What/How used: We use Google Analytics to monitor the performance of our marketing campaigns, and gather aggregated demographic, and internet device data to optimize the experience for our consumers.

