

Your Privacy Rights and Choices

Last Updated: 17 May 2023

As explained in our [Privacy Policy](#), you may have certain data rights depending on your location and the nature of your interactions with our Services.

Personal Information Requests

Please complete the [Privacy Rights Request Form](#) in order to exercise your rights and choices about the personal information Wayfair holds about you. The request will be processed in line with applicable law.

- **Information** about how we have collected and used your personal information. We have made this information available to you without having to request it by including it in this [Privacy Policy](#).
- **Access** to a copy of the personal information that we have collected about you. Where applicable, we will provide the information in a portable, machine-readable, readily-usable format.
- **Correction** of personal information that is inaccurate or out of date.
- **Deletion** of personal information that we no longer need to provide the Services or for other lawful purposes.
- **Additional rights**, such as to **object** to and request that we **restrict** our use of your personal information, and where applicable, you may **withdraw** your consent.

Cookie Settings

Please visit our Cookie Preferences link in the footer of the website at any time to manage your individual cookie settings. You can find more information on how we use cookies in our [Cookie Policy](#) and in the below table, you can find details on cookies used by Wayfair including name, description, third-party provider (where applicable) and duration.

Name	Category	Description	Domain	Duration
__pxvid	Necessary	Used for browser detection, which helps us to identify malicious bots on our site. (PerimeterX)	wayfair.co.uk; wayfair.de; wayfair.ie	1 year
__ssid	Necessary	Used for fraud detection and prevention. This identifies unique visitors. (Sift Science)	wayfair.co.uk; wayfair.de; wayfair.ie	

__stripe_mid	Necessary	Used to execute credit card payments and detect and prevent fraud. The cookie remembers the user in order to enable the processing of payments without the need for the website to collect or store credit card information. (Stripe)	wayfair.co.uk; wayfair.de; wayfair.ie	1 year
__stripe_sid	Necessary	Used to execute credit card payments and detect and prevent fraud. The cookie remembers the user in order to enable the processing of payments without the need for the website to collect or store credit card information. (Stripe)	wayfair.co.uk; wayfair.de; wayfair.ie	30 minutes
_px	Necessary	Used to maintain a PerimeterX session, which helps us to identify malicious bots on our site. (PerimeterX)	wayfair.co.uk; wayfair.de; wayfair.ie	2 days
_px_8682784832_cs	Necessary	Used for detecting malicious requests to web pages and API endpoints on our web sites and services to prevent abuse (e.g. hijacking the user session or improperly redirecting to false page and scripts) and improve the security of the user experience. (PerimeterX)	wayfair.co.uk; wayfair.de; wayfair.ie	30 minutes
_px_f394gi7Fvmc43dfg_user_id	Necessary	Used for detecting malicious requests to web pages and API endpoints on our web sites and services to prevent abuse (e.g. hijacking the user session or improperly redirecting to false page and scripts) and improve the security of the user experience. (PerimeterX)	wayfair.co.uk; wayfair.de; wayfair.ie	2 days
_px3	Necessary	Used to maintain a PerimeterX session, which helps us to identify malicious bots on our site. (PerimeterX)	wayfair.co.uk; wayfair.de; wayfair.ie	2 days
_pxCaptcha	Necessary	Determines whether to serve	wayfair.co.uk;	

		the PerimeterX reCAPTCHA, which helps us to identify malicious bots on our site. (PerimeterX)	wayfair.de; wayfair.ie	
_pxff_cc	Necessary	Used to flag features for browser detection, which helps us to identify malicious bots on our site. This does not contain user-specific data. (PerimeterX)	wayfair.co.uk; wayfair.de; wayfair.ie	1 day
_pxff_fp	Necessary	Used to flag features for browser detection, which helps us to identify malicious bots on our site. This does not contain user-specific data. (PerimeterX)	wayfair.co.uk; wayfair.de; wayfair.ie	1 day
_pxff_idp_c	Necessary	Used for browser detection, which helps us to identify malicious bots on our site. (PerimeterX)	wayfair.co.uk; wayfair.de; wayfair.ie	1 year
_pxff_rf	Necessary	Used to flag features for browser detection, which helps us to identify malicious bots on our site. This does not contain user-specific data. (PerimeterX)	wayfair.co.uk; wayfair.de; wayfair.ie	1 day
_pxff_tm	Necessary	Used to flag features for browser detection, which helps us to identify malicious bots on our site. This does not contain user-specific data. (PerimeterX)	wayfair.co.uk; wayfair.de; wayfair.ie	1 day
_pxhd	Necessary	Used for server-side bot detection, which helps us to identify malicious bots on our site. (PerimeterX)	wayfair.co.uk; wayfair.de; wayfair.ie	1 year
_pxvid	Necessary	Used for browser detection, which helps us to identify malicious bots on our site. (PerimeterX)	wayfair.co.uk; wayfair.de; wayfair.ie	1 year
app_info	Necessary	Used on Android to work around a problem with persistent login. If this cookie were not set, it would cause Android users to have to	wayfair.co.uk; wayfair.de; wayfair.ie	1 day

		repeatedly log in to their Wayfair accounts.		
AppInterstitial	Necessary	Used to save the last time the app interstitial was shown to ensure it is not shown to a user more than once every 72 hours.	wayfair.co.uk; wayfair.de; wayfair.ie	3 days
canary	Necessary	Used to expose a smaller subset of users to newer versions of the site so that fewer users experience bugs that would otherwise affect all users.	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings
cc_post_exp	Necessary	Monitors whether invalid cookies are present that need to be expired.	wayfair.co.uk; wayfair.de; wayfair.ie	7 days
cc_pref_on	Necessary	Used to help determine if cookie filtering is enabled for the current user.	wayfair.co.uk; wayfair.de; wayfair.ie	1 year
cc_silent_test_enabled	Necessary	Used to help determine if the current user is included in the cookie filtering "silent test." We use this to help us verify that our cookie filtering is working as expected.	wayfair.co.uk; wayfair.de; wayfair.ie	8 hours
ClickLocation	Necessary	Used to determine where a user clicks on the website in order to understand and troubleshoot navigation on the site.	wayfair.co.uk; wayfair.de; wayfair.ie	1 second
ClickLocationMetadata	Necessary	Used to determine additional details about the user's click on the website to understand and troubleshoot navigation on the site.	wayfair.co.uk; wayfair.de; wayfair.ie	1 second
CookiesPolicy	Necessary	Used to determine if we show a version of our cookie banner for non-European site visitors.	wayfair.co.uk; wayfair.de; wayfair.ie	3650 days
CSN	Necessary	Remembers a postal code provided by the user on the website in order to present the respective availability and	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings

		delivery information to that user.		
CSN_CSRF	Necessary	Used to protect against CSRF attacks. Without this cookie, the site will not accept requests to perform certain actions (e.g. login and account edit).	wayfair.co.uk; wayfair.de; wayfair.ie	Session
CSN_CT	Necessary	Used to help authenticate users and convey the user's authentication level. Without this cookie, we don't have the ability to recognize a user's log in state, and the user would not be able to check out on site.	wayfair.co.uk; wayfair.de; wayfair.ie	400 days
csn_redir_caidd	Necessary	Set to avoid an infinite redirect loop, which would ultimately end with a page timing out entirely. After the user is redirected, the cookie is deleted.	wayfair.co.uk; wayfair.de; wayfair.ie	Deleted immediately after redirect
csn_redir_gc	Necessary	Set to prevent a redirect loop when redirecting users to the gift cards landing page.	wayfair.co.uk; wayfair.de; wayfair.ie	10 minutes
CSN_RT	Necessary	Used to extend a logged-in user's session(s) for a period of 400 days without forcing re-authentication.	wayfair.co.uk; wayfair.de; wayfair.ie	400 days
CSNADA	Necessary	Set to ensure a user is not automatically logged out after a 30-minute logged in period expires. If this cookie were not set, users could potentially be logged out mid-session.	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings
CSNBrief	Necessary	Holds information on user's geographic preferences so the website can land them on the right store. It also caches details on the website for site performance optimization and prevents malicious site attacks.	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings
CSNID	Necessary	A user identifier that ensures	wayfair.co.uk;	Maximum

		that users can use the shopping cart, lists, registries, my account and other features without being forced to log in repeatedly.	wayfair.de; wayfair.ie	based on browser settings
CSNUtId	Necessary	Set as a device identifier used to identify the user device across sessions. Used to enhance the user experience by preventing one time features like modal messages from showing on every page. Also used to identify non-human activity on our properties and potential malicious actors or bots to improve overall site security.	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings
CustomerPortal.SurveyCompleted	Necessary	Determines whether a user has been provided with a delivery survey in order to suppress repeated requests for participation.	wayfair.co.uk; wayfair.de; wayfair.ie	Session
device_id	Necessary	Set as a device identifier used to identify the user device across sessions. Used to enhance the user experience by preventing one time features like modal messages from showing on every page. Also used to identify non-human activity on our properties and potential malicious actors or bots, to improve overall site security.	wayfair.co.uk; wayfair.de; wayfair.ie	
exCSNUtId	Necessary	Used to identify the user device across sessions. Used to enhance the user experience by preventing one time features like modal messages from showing on every page. Also used to identify non-human activity on our properties and potential malicious actors or bots and to improve overall site security.	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings

exit_intent_modal_desktop_shown_count	Necessary	Remembers a user's choice to dismiss a Newsletter desktop pop up in order to limit the number of times it's shown to them.	wayfair.co.uk; wayfair.de; wayfair.ie	1 day
exit_intent_modal_mobile_shown	Necessary	Remembers a user's choice to dismiss a Newsletter mobile pop up in order to limit the number of times it's shown to them.	wayfair.co.uk; wayfair.de; wayfair.ie	1 day
EXITINTENT_MODAL_nooptinHardClosed	Necessary	Remembers a user's choice to dismiss a Newsletter pop up by clicking anywhere on the website in order to suppress the pop up on future visits.	wayfair.co.uk; wayfair.de; wayfair.ie	30 days
EXITINTENT_MODAL_nooptinSoftClosed	Necessary	Remembers a user's choice to dismiss a Newsletter pop up by clicking anywhere on the website in order to suppress the pop up on future visits.	wayfair.co.uk; wayfair.de; wayfair.ie	3 days
featureDetect	Necessary	Used to determine features of the device the user is on (i.e. screen size, isTouch, is a phone / tablet / desktop) to display the device-specific features appropriately.	wayfair.co.uk; wayfair.de; wayfair.ie	Session
forcelogging	Necessary	We utilize logging onsite to be able to record how our systems are functioning to enable debugging. This cookie controls what and what volume of data is sent to our logging systems. When debugging a page, there are many additional server requests that are made besides the main page load and request. Without this cookie, we wouldn't have a reliable way to ensure we were capturing the data from those requests.	wayfair.co.uk; wayfair.de; wayfair.ie	1 hour
forterToken	Necessary	Used for fraud detection and prevention.	wayfair.co.uk; wayfair.de;	13 months

			wayfair.ie	
FVSID	Necessary	Used for fraud detection and prevention.	wayfair.co.uk; wayfair.de; wayfair.ie	1 day
g_state	Necessary	Remembers a user's choice to use, dismiss or ignore the option to log into their Wayfair Account via Google 1-tap in order to determine whether to present that login functionality in the future. (Google)	wayfair.co.uk; wayfair.de; wayfair.ie	
GatewayContinue	Necessary	Remembers a user's choice to dismiss a Newsletter pop up in order to limit the number of times it's shown to them.	wayfair.co.uk; wayfair.de; wayfair.ie	1 day
GatewayDismiss	Necessary	Remembers a user's choice to dismiss a Newsletter pop up in order to limit the number of times it's shown to them.	wayfair.co.uk; wayfair.de; wayfair.ie	1 day
hideGoogleYolo	Necessary	Remembers a user's choice to use, dismiss or ignore the option to log into their Wayfair Account via Google 1-tap in order to determine whether to present that login functionality in the future.	wayfair.co.uk; wayfair.de; wayfair.ie	1 day
i18nPrefs	Necessary	Used to determine customer localization preferences such as language, currency formatting and time formatting. Without this cookie, underlying systems would not be able to accurately determine current language on the Wayfair sites.	wayfair.co.uk; wayfair.de; wayfair.ie	1 year
ibb	Necessary	Used to identify issues with Wayfair-owned domains or pages being unable to load in the browser. Typically caused by javascript being disabled or a page / domain being blocked by an adblocker.	wayfair.co.uk; wayfair.de; wayfair.ie	1 day

klarna-shopping-browser-session-id	Necessary	Used to execute credit card payments and detect and prevent fraud. The cookie remembers the user in order to enable the processing of payments without the need for the website to collect or store credit card information. (Klarna)	wayfair.co.uk; wayfair.de; wayfair.ie	
lastRskxRun	Necessary	Used for fraud detection and prevention. This contains internal flags/timestamps used by the Riskified beacon to throttle beacon readings in case of massive amounts of beacon readings and doesn't contain any information about the user. (Riskified)	wayfair.co.uk; wayfair.de; wayfair.ie	
LowIntentModal_nooptinHardClosed	Necessary	Remembers a user's choice to dismiss a Newsletter pop up by clicking the "x" in order to suppress the pop up on future visits.	wayfair.co.uk; wayfair.de; wayfair.ie	30 days
LowIntentModal_nooptinSoftClosed	Necessary	Remembers a user's choice to dismiss a Newsletter pop up by clicking anywhere on the website in order to suppress the pop up on future visits.	wayfair.co.uk; wayfair.de; wayfair.ie	3 days
LowIntentModalHardClosed	Necessary	Remembers a user's choice to dismiss a Newsletter pop up by clicking the "x" in order to suppress the pop up on future visits.	wayfair.co.uk; wayfair.de; wayfair.ie	30 days
LowIntentModalSoftClosed	Necessary	Remembers a user's choice to dismiss a Newsletter pop up by clicking anywhere on the website in order to suppress the pop up on future visits.	wayfair.co.uk; wayfair.de; wayfair.ie	3 days
otx	Necessary	Used to determine the previous website page viewed by a user in order to understand and troubleshoot navigation on the site.	wayfair.co.uk; wayfair.de; wayfair.ie	90 seconds

rCookie	Necessary	Used for fraud detection and prevention. This is a unique browser identifier, is used in Riskified's linking features, and helps analyze fraud patterns. (Riskified)	wayfair.co.uk; wayfair.de; wayfair.ie	
rskxRunCookie	Necessary	Used for fraud detection and prevention. This contains internal flags/timestamps used by the Riskified beacon to throttle beacon readings in case of massive amounts of beacon readings and doesn't contain any information about the user. (Riskified)	wayfair.co.uk; wayfair.de; wayfair.ie	
Scribe	Necessary	Used to determine where a user clicks on the website in order to understand and troubleshoot navigation on the site.	wayfair.co.uk; wayfair.de; wayfair.ie	1 second
serverUAInfo	Necessary	Used to determine browser-specific attributes and device-specific attributes in order to best optimize the site for that device (e.g. if the device has touch capabilities, then enable touch features; if the device has a small screen size, adopt the layout of the page).	wayfair.co.uk; wayfair.de; wayfair.ie	Session
SFSID	Necessary	Provides a user with a consistent experience over multiple page visits (e.g. without that cookie, items in a user's cart would disappear when browsing to the next page of the website). It is also used for security application (e.g. to prevent malicious sites from submitting unauthorized requests on a user's behalf).	wayfair.co.uk; wayfair.de; wayfair.ie	Session
thx_guid	Necessary	Used by Threat Metrix for device identification & profiling for fraud risk purposes.	wayfair.co.uk; wayfair.de; wayfair.ie	400 days

user_cookie_prefs	Necessary	Saves a user's cookie filtering preferences. It specifies each type of cookie (Customer Preferences, Analytics, Advertising) that the user permits and we use this information to control how we filter other cookies.	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings
vid	Necessary	Identifies whether the user's activity should be considered a new session or part of an existing session.	wayfair.co.uk; wayfair.de; wayfair.ie	200 minutes
waychatShouldChatHeadFollowCustomer	Necessary	Ensures that after a user initiates a chat conversation, the chat modal will follow them as they navigate the site, until they end the conversation. Without this cookie, the chat modal could disappear mid-conversation, leaving the user without a resolution to their problem and requiring them to contact our customer service team again.	wayfair.co.uk; wayfair.de; wayfair.ie	3 hours
waychatShouldInitializeVA	Necessary	Guarantees customer chats are routed to the appropriate channel.	wayfair.co.uk; wayfair.de; wayfair.ie	3 hours
WFCS	Necessary	Remembers the datacenter where the user's customer data is stored to minimize latency and ensure a fast website experience.	wayfair.co.uk; wayfair.de; wayfair.ie	1 year
WFDC	Necessary	Remembers the datacenter where the user's customer data is stored to ensure a consistent website experience for their current session.	wayfair.co.uk; wayfair.de; wayfair.ie	3 hours
wfgelfs	Necessary	Saves information about unexpected errors and exceptions like the number of exceptions and types of exceptions. It alerts engineers to site breakages and without	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings

		setting this cookie, we run risk allowing degraded experiences to go unnoticed.		
wflang	Necessary	Used to determine the user language on the website.	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings
WFSID	Necessary	Provides a user with a consistent experience over multiple page visits (e.g. without this cookie, items in a user's cart would disappear when browsing to the next page of the website).	wayfair.co.uk; wayfair.de; wayfair.ie	Session
categoryID	Customer Preferences	Used to customize the departments dropdown with product subcategories based on the page a user is on.	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings
CSN_WAN	Customer Preferences	Used to easily identify whether the user can login via faceid, touchid, or other webauthn platform authenticators using the current user agent.	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings
CSN_WAN_OPT_OUT	Customer Preferences	Used to easily identify whether a user has opted out of webauthn enrollment for faceid, touchid, or other webauthn platform authenticators.	wayfair.co.uk; wayfair.de; wayfair.ie	90 days
CSNPersist	Customer Preferences	Used to keep a B2B promotions card from showing again after the user has dismissed it.	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings
customerHasPdpViews	Customer Preferences	Used to show the user recently viewed products.	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings
exit_intent_modal_session	Customer Preferences	Used to record a visitor's preference on the Hot Deals modal. It also prevents the modal from being seen again	wayfair.co.uk; wayfair.de; wayfair.ie	Session

		within the same session.		
isInRedesignedB2BHeaderControl	Customer Preferences	Used for B2B A/B testing to ensure the user stays in the control group when navigating across Wayfair sites.	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings
isInRedesignedB2BHeaderVariation	Customer Preferences	Used for B2B A/B testing to ensure the user stays in the variation group when navigating across Wayfair sites.	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings
latestSearch	Customer Preferences	Used to populate the search bar with the user's most recent search when they land on a browse or keyword page after executing a search.	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings
newsletter_promo_doi_sent	Customer Preferences	Hides the newsletter sign up module on site if a user has already signed up to email newsletters.	wayfair.co.uk; wayfair.de; wayfair.ie	60 days
openStylerPlanLaneDrawerOnPageLoad	Customer Preferences	Used to pop open the Styler drawer in the 3D Room Planner. Without the cookie present, upon going to the Styler page, the drawer would not pop open and the user would see the create new Styler screen rather than their list of existing rooms. This cookie is created and immediately deleted on load of the next page.	wayfair.co.uk; wayfair.de; wayfair.ie	Until the next page load
PopupLastShown	Customer Preferences	Used to determine if the current user is eligible for certain pop ups.	wayfair.co.uk; wayfair.de; wayfair.ie	14 days
postalCode	Customer Preferences	Used to remember the postal code entered by the customer.	wayfair.co.uk; wayfair.de; wayfair.ie	Session
reviewer_details	Customer Preferences	Used to remember how a user's name and location are displayed next to product reviews, which users can set or change in their Account Preferences.	wayfair.co.uk; wayfair.de; wayfair.ie	1 hour

TriedAndTrueInvitationDismissed	Customer Preferences	Used to ensure the Tried and True program invitation is not shown to users who have already accepted it.	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings
wf_smart_banner	Customer Preferences	Hides the app download banner that appears at the top of the screen on mWeb if a user has already dismissed it.	wayfair.co.uk; wayfair.de; wayfair.ie	30 days
_RCRTX03	Analytics	Used to help track the success of job postings. (Recruitics)	wayfair.co.uk; wayfair.de; wayfair.ie	
_RCRTX03-samesite	Analytics	Used to help track the success of job postings. (Recruitics)	wayfair.co.uk; wayfair.de; wayfair.ie	
customField1	Analytics	Tracks custom data in Scribe's click tracking event WebClick as a sub-cookie of the Scribe cookie. (Scribe)	wayfair.co.uk; wayfair.de; wayfair.ie	1 second
customField2	Analytics	Tracks custom data in Scribe's click tracking event WebClick as a sub-cookie of the Scribe cookie. (Scribe)	wayfair.co.uk; wayfair.de; wayfair.ie	1 second
customField3	Analytics	Tracks custom data in Scribe's click tracking event WebClick as a sub-cookie of the Scribe cookie. (Scribe)	wayfair.co.uk; wayfair.de; wayfair.ie	1 second
fs_uid	Analytics	Used to analyze on-site behavior. This data provides information that helps us improve your site experience. (Fullstory)	wayfair.co.uk; wayfair.de; wayfair.ie	1 year
id	Analytics	Tracks identifier in Scribe's click tracking event WebClick as a sub-cookie of the Scribe cookie. (Scribe)	wayfair.co.uk; wayfair.de; wayfair.ie	1 second
index	Analytics	Tracks position data in Scribe's click tracking event WebClick as a sub-cookie of the Scribe	wayfair.co.uk; wayfair.de; wayfair.ie	1 second

		cookie. (Scribe)		
navigationPairID	Analytics	Used to identify a unique link within a page that a customer has interacted with to navigate to a new page.	wayfair.co.uk; wayfair.de; wayfair.ie	Until the next page load
originPageViewID	Analytics	Used to identify a page that the customer has navigated from when activating a link.	wayfair.co.uk; wayfair.de; wayfair.ie	Until the next page load
pdp-views-count	Analytics	Used to track product page visits within a time interval	wayfair.co.uk; wayfair.de; wayfair.ie	12 hours
rx_jobid	Analytics	Used to help us understand how users are navigating the Wayfair careers site. The data in the cookie is the job id when visiting a job description page. (Recruitics)	wayfair.co.uk; wayfair.de; wayfair.ie	Maximum based on browser settings
sku	Analytics	Tracks sku data in Scribe's click tracking event WebClick as a sub-cookie of the Scribe cookie. (Scribe)	wayfair.co.uk; wayfair.de; wayfair.ie	1 second
_ga	Advertising	Contains a randomly generated User-ID. This ID enables Google Analytics to recognize returning users on this website and to merge data from previous visits. (Google)	wayfair.co.uk; wayfair.de; wayfair.ie	2 years
_ga_J3YZWPLC9N	Advertising	Used to collect information that is then aggregated to analyze on-site behavior. (Google)	wayfair.co.uk; wayfair.ie	2 years
_gac_UA-2082020-1	Advertising	Contains a randomly generated User-ID. This ID enables Google Analytics to recognize returning users on this website and to merge data from previous visits. (Google)	wayfair.co.uk; wayfair.de; wayfair.ie	90 days
_gac_UA-33652774-3	Advertising	This cookie is set when a user clicks on a Google advertisement to reach the website. It contains information	wayfair.co.uk; wayfair.de; wayfair.ie	90 days

		about which ad was clicked, so that achievements such as orders or contact requests can be attributed to the ad. (Google)		
_gat	Advertising	Certain data is only sent to Google Analytics once per minute at most. The cookie has a lifetime of one minute. As long as it is set, certain data transfers are blocked. (Google)	wayfair.co.uk; wayfair.de; wayfair.ie	1 minute
_gat_a	Advertising	Certain data is only sent to Google Analytics once per minute at most. The cookie has a lifetime of one minute. As long as it is set, certain data transfers are blocked. (Google)	wayfair.co.uk; wayfair.de; wayfair.ie	1 minute
_gat_b	Advertising	Used to throttle requests to Google analytics servers to limit the requests sent from a user's browser to Doubleclick. (Google)	wayfair.co.uk; wayfair.de; wayfair.ie	1 minute
_gat_gtag_UA_106855065_21	Advertising	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_ < property_id >. (Google)	wayfair.co.uk; wayfair.de; wayfair.ie	1 minute
_gat_gtag_UA_5751623_10	Advertising	This cookie is set when a user clicks on a Google advertisement to reach the website. It contains information about which ad was clicked, so that achievements such as orders or contact requests can be attributed to the ad. (Google)	wayfair.co.uk; wayfair.de; wayfair.ie	1 minute
_gat_gtag_UA_7016910_6	Advertising	Used to collect information that is then aggregated to analyze on-site behavior. (Google)	wayfair.co.uk; wayfair.ie	1 minute
_gat_UA-2081664-20	Advertising	Used to throttle requests to Google analytics servers to limit the requests sent from a user's browser to Doubleclick.	wayfair.co.uk; wayfair.de; wayfair.ie	10 minutes

		(Google)		
_gcl_au	Advertising	This cookie is set when a user clicks on a Google advertisement to reach the website. It contains information about which ad was clicked, so that achievements such as orders or contact requests can be attributed to the ad. (Google)	wayfair.co.uk; wayfair.ie	90 days
_gid	Advertising	Contains a randomly generated User-ID. This ID enables Google Analytics to recognize returning users on this website and to merge data from previous visits. (Google)	wayfair.co.uk; wayfair.de; wayfair.ie	24 hours
argus_page_visit_count	Advertising	Counts the number of times the user has visited a given store, so that our marketing team can identify returning users.	wayfair.co.uk; wayfair.de; wayfair.ie	1 year
ssm_au_c	Advertising	Used by Google Tag Manager and Google Analytics to save user preferences. (Google)	wayfair.co.uk; wayfair.de; wayfair.ie	24 hours
ssm_au_d	Advertising	Used by Google Tag Manager and Google Analytics to save user preferences. (Google)	wayfair.co.uk; wayfair.de; wayfair.ie	24 hours