HOW LONG COOKIES SURVIVE

Cookie Lifetime Table

Cookies are used to recognise browsers and users across pageviews and sessions. But growing privacy concerns have led browsers to increasingly block or shorten them, and when a cookie is lost the visitor can no longer be recognised and is counted as a brand-new, anonymous user. This table gives an overview of how long cookies actually persist across the major browsers.

Cookie / storage type	Brave	Chrome	Edge	Firefox	Safari
Protection system what it's called	Shields	none built-in	Tracking prevention	ETP + TCP	ITP
1st-party, JS-set `document.cookie`	7 days	400 days	400 days	∞ unless tracker*	7 days**
1st-party, server-set `Set-Cookie header`	180 days	400 days	400 days	∞ unless tracker*	7 days†
3rd-party cookies embedded in another site	blocked	400 days‡	allowed	partitioned	limited
… from known trackers on a blocklist	blocked	not blocked	blocked	blocked	unless SAA
Other storage `localStorage, IndexedDB`	partitioned	partitioned	trackers only	partitioned	7 days§
CNAME cloaking tracker disguised as 1st-party	blocked	not blocked	not blocked	not blocked	capped 7d

Most restrictive — data lost fast · Partial — partitioned or shortened · Permissive — data persists

* Firefox doesn't cap lifetimes by duration. It deletes all storage from known trackers after 30 days of no interaction, and partitions everything else per-site.

** Safari caps JS-set cookies at 7 days — 24 hours if the link carries tracking parameters (gclid, fbclid).

† Safari also caps server-set cookies at 7 days when the server IP doesn't match the main site — breaking most server-side tagging setups.

‡ Chrome abandoned 3rd-party cookie deprecation (Apr 2025) and retired Privacy Sandbox (Oct 2025); 3rd-party cookies stay on by default, capped at 400 days.

§ Safari resets localStorage between launches; script-writable storage is deleted after 7 days without interaction.

When a cookie expires, the visitor resets to anonymous and is counted as new. **JENTIS server-side tracking keeps durable first-party data on infrastructure you own — not the browser's.**