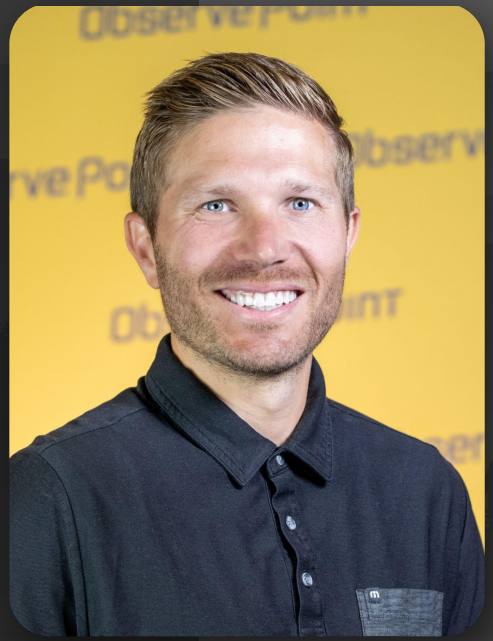
ObservePoint
EDGE
Sep 24 - 27, 2024
Provo, Utah



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ObservePoint

WHO'S GOT IT BETTER THAN US?!
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001
TRACKING
DATA
COLLECTION
INTERNET
01

Agenda

- Cookies 101: What Are They and Why Are They Used?
- What Challenges and Issues Arise Because of Cookies?
- How Can ObservePoint Help?
- I Got a Cookie Problem, Now What?
- Q&A

What Are Cookies?

Small bits of text data that a website stores on your device to remember information about your visit, such as login details, user preferences, or tracking your activity on the site.

Why Are Cookies Used?

- Essentially the Internet and websites as we know them could not function without cookies.
- Cookies were primarily designed for user convenience and personalization.
- Cookies can be used to track your behavior *across* the web, often without consent. This is typically what legislation is based on.

How are Cookies Classified by Legislation?

- By Purpose:
  - **Strictly Necessary:** Essential for the basic functionality of a website
  - **Functional:** Allows a website to remember choices you make
  - **Performance:** Collect information about how users use and interact with a website
  - **Targeting:** Used to deliver advertisements that are relevant to you and your interests
- By Consent: Strictly necessary cookies typically don't require consent, while Targeting cookies usually do

How are Cookies Classified by Browsers?

- By Origin: What set the cookie?
- By Lifespan: Session or Persistent often referred to as the duration of a cookie.
- By Domain: Refers to the specific domain for which a web cookie is valid and accessible.

Why Wasn't I Invited to the Cookie Party?

First-Party Cookies: The website you visit directly sets these cookies through a request header or JavaScript.

Third-Party Cookies: These are set by third-party services embedded in the website.

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Can a 1st Party Cookies Come from 3rd Party JavaScript?

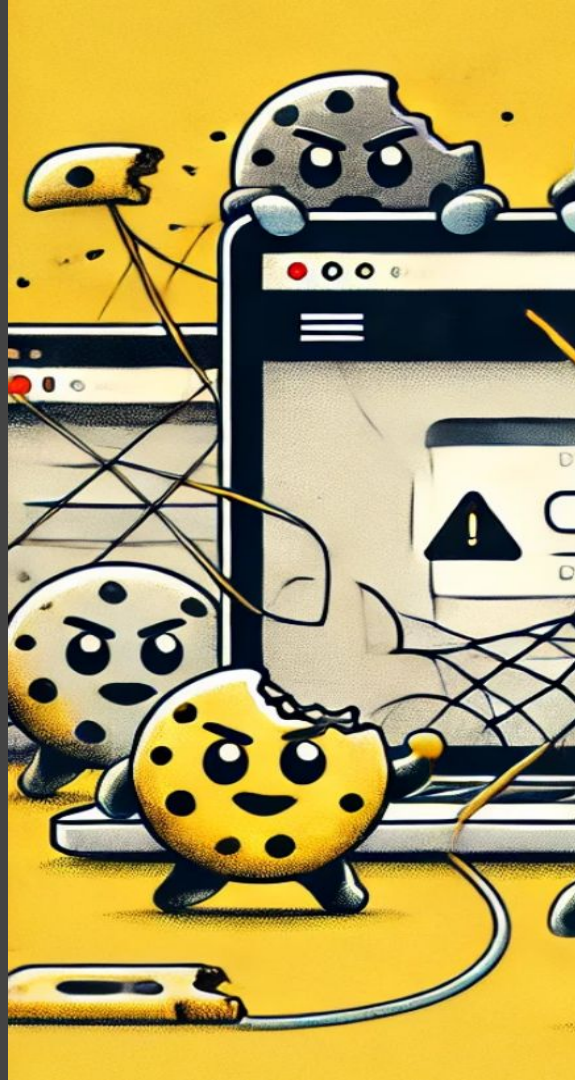
ⓘ Click **Present with Slido** or install our Chrome extension to activate this poll while presenting.

How Do Browsers Treat Cookies?

Web Browser	Market Share	Expiration	1st Party Cookies	3rd Party Cookies
Google Chrome	65-70%	Max age 400 days	Supported	Supported (1% of users blocked, recommends use of Privacy Sandbox, but also still figuring it out!)
Apple Safari	18-20%	7 days unless accessed for 1st party.	Supported	Supported (but blocked by default via Intelligent Tracking Prevention)
Microsoft Edge	5-7%	Max age 400 days	Supported	Supported (not blocked by default)
Firefox	3-5%	Max age 400 days	Supported	Supported (but blocked by default in Enhanced Tracking Protection)

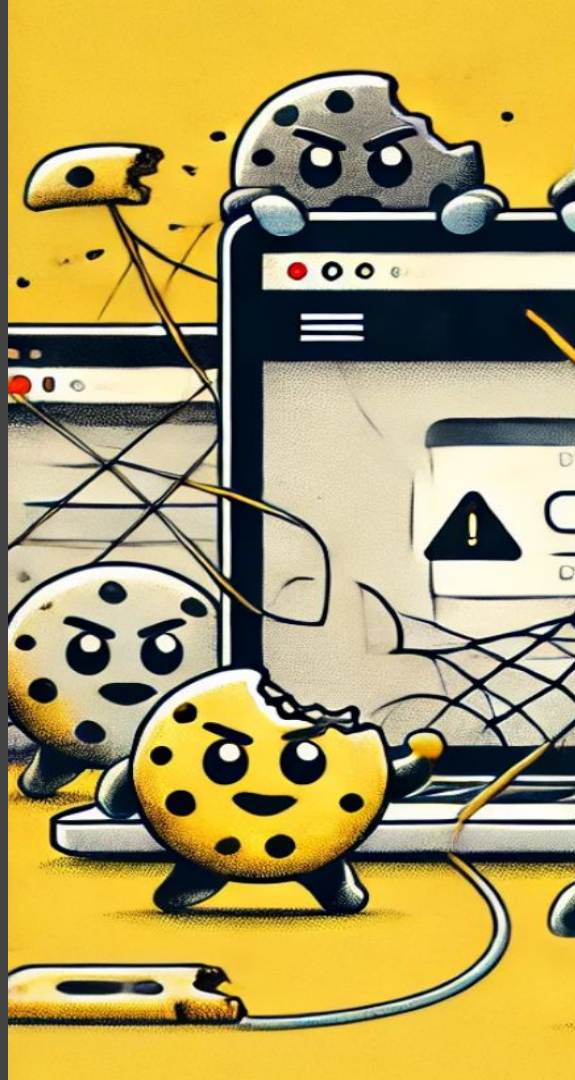
What Challenges and Issues Arise Because of Cookies?

- **Browser Behavior:** Each browser treats cookies differently, adding additional management complexity.
- **Digital Residue:** Tags, cookies, and other trackers that are left behind or are of unknown origin.
- **Security Risks:** Cookies can be exploited in attacks like XSS or CSRF, potentially leading to session hijacking or data theft.
- **Data Misuse:** Cookie data can be sold or used invasively, especially in aggressive targeted advertising.



What Challenges and Issues Arise Because of Cookies? --continued

- **Regulatory Compliance:** Laws like GDPR require explicit consent for certain cookies, adding complexity and cost to compliance efforts.
- **Privacy Concerns:** Third-party cookies can track users across websites, raising issues about data collection and usage without explicit consent. (Consent Categories)
- **Cookie Fatigue:** Users may quickly accept all cookies to bypass settings, compromising their privacy.



How Can ObservePoint Help?

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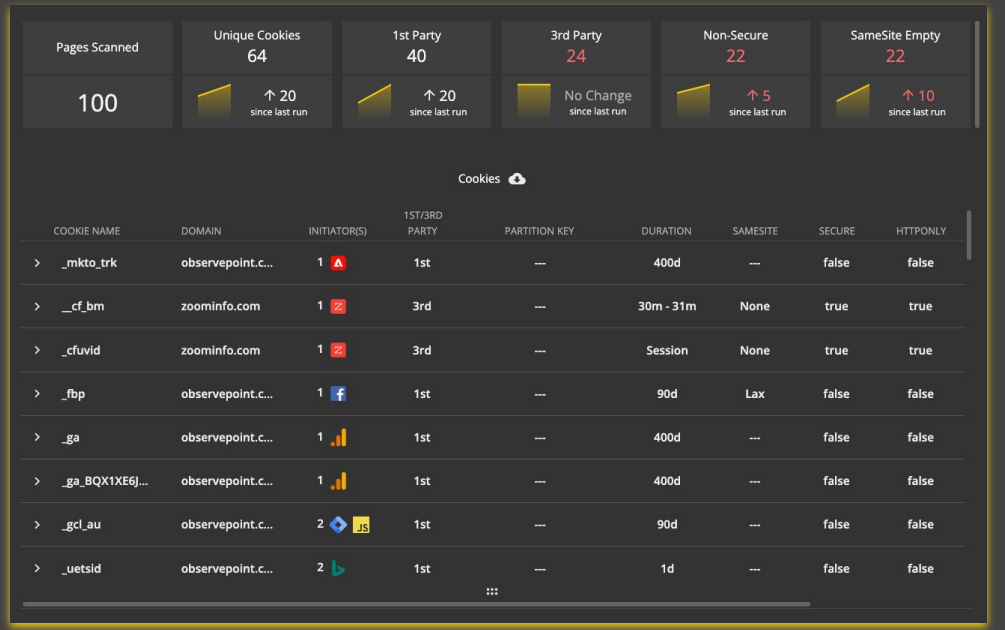
OP Toolkit

- Cookie Inventory & Initiators
- Tag Inventory & Initiators
- Consent Categories
- Alerts

Cookie Inventory & Initiators

- Is it 1st or 3rd Party?
- Which domains are setting cookies?
- Which file or JavaScript function created the cookie?
- Is there a related tag?
- Who was the tag vendor?
- Which Alerts should I set?



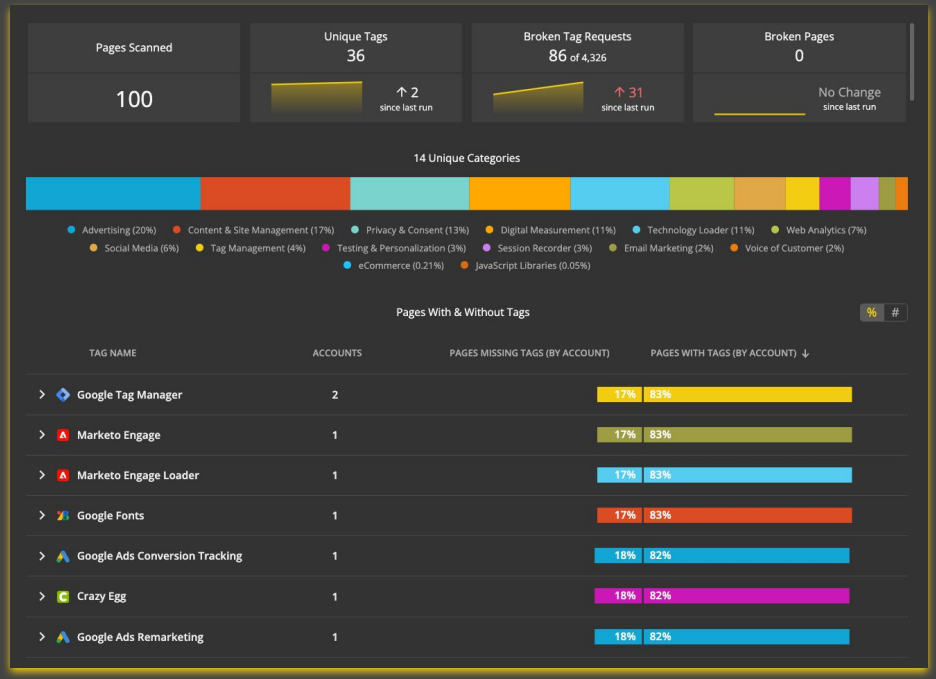
Pages Scanned	Unique Cookies	1st Party	3rd Party	Non-Secure	SameSite Empty
100	64 ↑ 20 since last run	40 ↑ 20 since last run	24 No Change since last run	22 ↑ 5 since last run	22 ↑ 10 since last run

Cookies

COOKIE NAME	DOMAIN	INITIATOR(S)	1ST/3RD PARTY	PARTITION KEY	DURATION	SAMESITE	SECURE	HTTPONLY
_mkto_trk	observepoint.c...	1	1st	---	400d	---	false	false
__cf_bm	zoominfo.com	1	3rd	---	30m - 31m	None	true	true
_cfuvid	zoominfo.com	1	3rd	---	Session	None	true	true
_fbp	observepoint.c...	1	1st	---	90d	Lax	false	false
_ga	observepoint.c...	1	1st	---	400d	---	false	false
_ga_BQX1XE6J...	observepoint.c...	1	1st	---	400d	---	false	false
_gcl_au	observepoint.c...	2	1st	---	90d	---	false	false
_uetsid	observepoint.c...	2	1st	---	1d	---	false	false

Tag Inventory & Initiators

- What technologies are loading on my set that set cookies?
- How many reporting buckets or “accounts” is this data going to?
- Do I have proper coverage of my Consent Management Platform?
- Are there any unknown or unauthorized tags?
- Which Alerts should I set?



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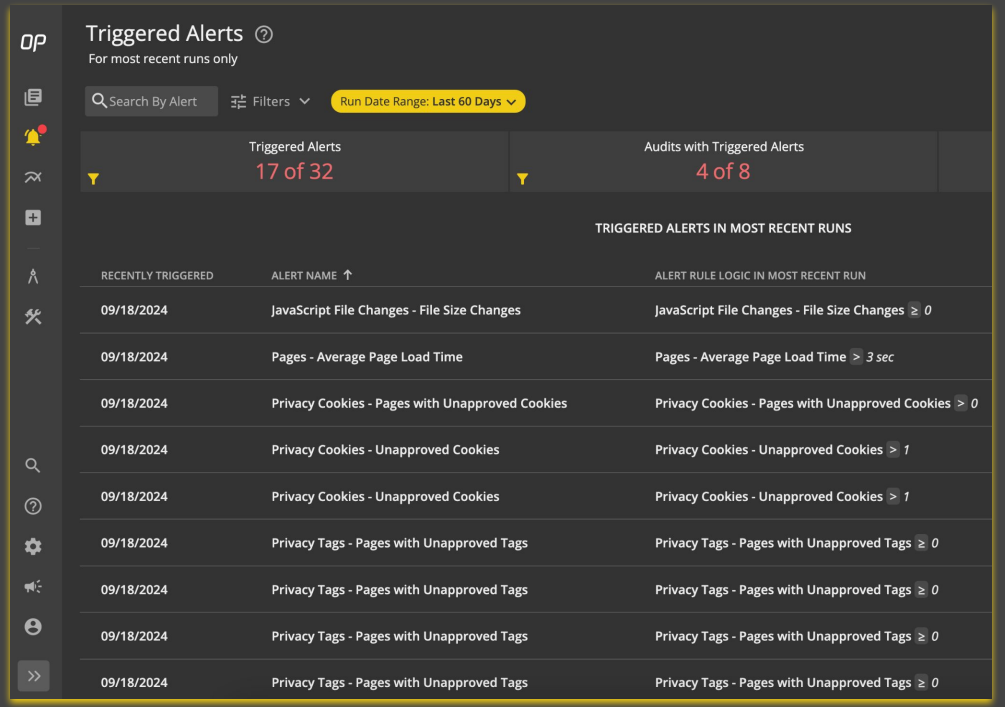
Alerts

- Cookie Duration over 13 Months
- New Cookie Found
- # of Unapproved Cookies > 0
- New Cookie from Tag Vendor: Facebook
- New Cookie from Tag Category: Session Recorder
- New 3rd Party Cookie
- CMP Presence
- Analytics Presence



I Got a Cookie Problem, Now What?

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Unapproved Cookies

- Why does it matter?
- Who cares?
    - Alert Recipients
- Investigate in ObservePoint
- Share Links w/ Others
- How to Solve the Problem
- Verify Remediation

QUESTIONS?

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Thank You!

Product Lookahead

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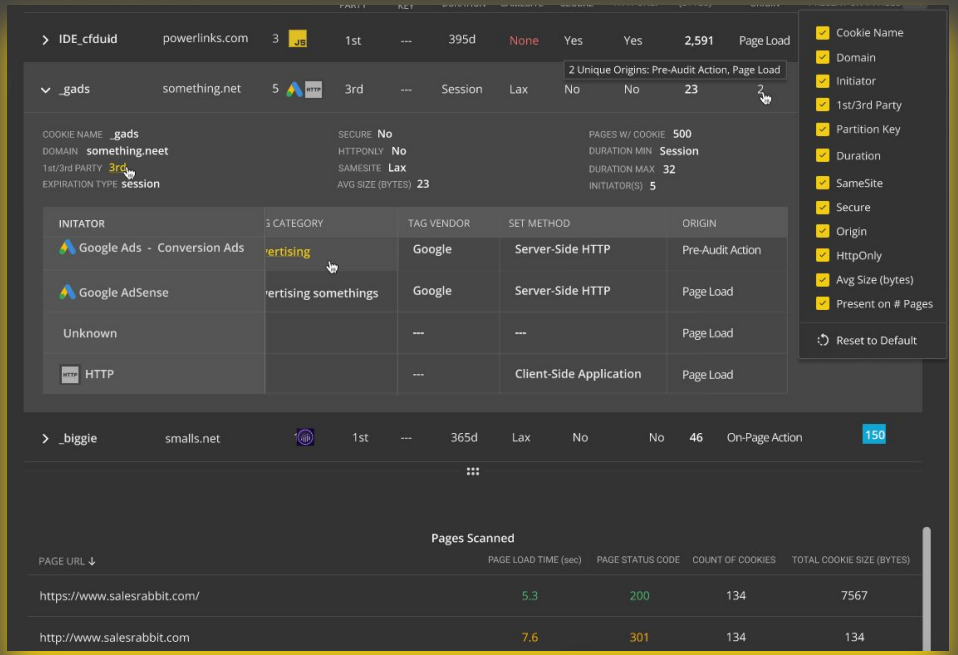
Cookie Reporting Update

- Easily show/hide cookies set from pre-audit actions
- New column to show origin of cookie
  - Pre-Audit Action
  - Page Load
  - On-page Load
- Custom Column Selectors
- Available on both Cookie Inventory and Cookie Privacy



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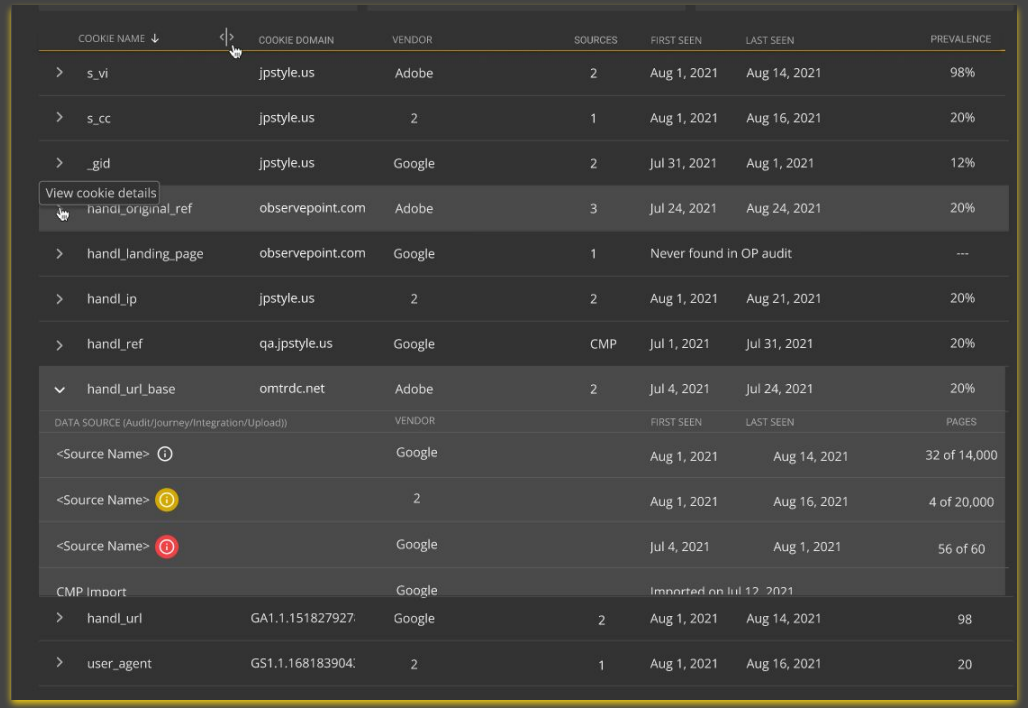
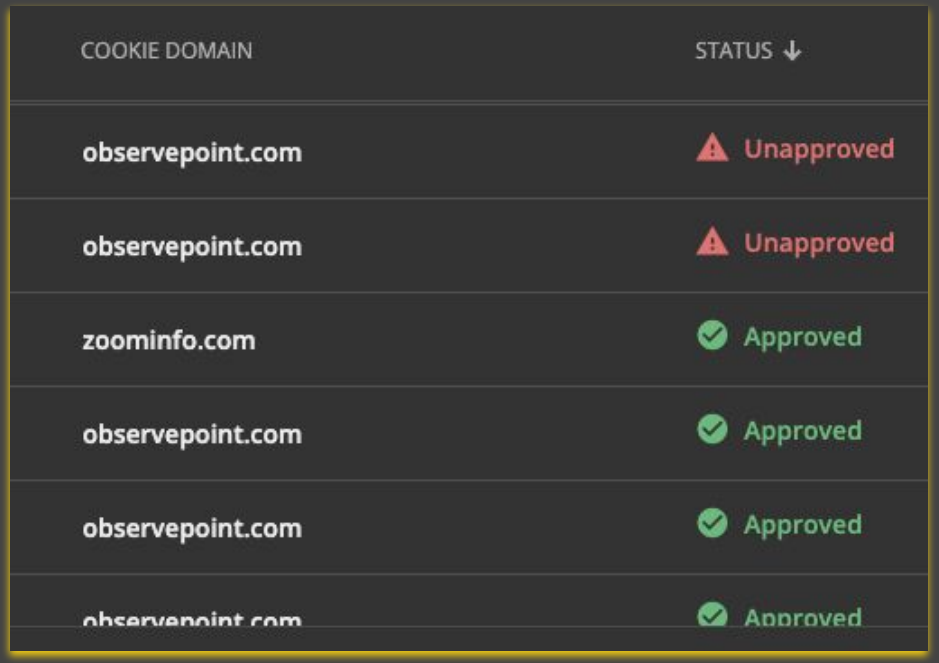
Account Wide Cookie Reporting

- Holistic view of all the cookies encountered across your account
- Consent Category Status
  - Approved
  - Unapproved
- How prevalent is this cookie?
- When was it first or last seen?



Consent Categories & OneTrust Importer

- What technologies are loading on my set that set cookies?
- Are all cookies approved to be on the site?